



M-NET  
MEDIA & ENTERTAINMENT



an IBM® company



# High-speed Ingest and Delivery of Premium International and Local Entertainment across Africa

## AT A GLANCE

### Industry

Media & Entertainment

### Products

Aspera *aspex*  
Aspera Connect Server

### Challenge

M-Net needed to ingest large media files from local and international content suppliers that are up to several gigabytes each.

### Solution

Aspera *aspex* for fast, secure and reliable ingest and delivery of premade, mastered HD content and Aspera Connect Server to power high-speed file transfers from global film studios and local suppliers to M-Net's facility in South Africa.

### Results

- Significant increase of volume ingested from 800 hours to 1500 hours of aggregated content per month.
- Adaptive bandwidth control function enables M-Net to transfer multiple files consecutively with high efficiency.

M-Net is a subscription-based television network that provides premium international and exclusive local entertainment to its viewers. It delivers thematic channels and exclusive content to subscribers of parent company MultiChoice's broadcast brand, DStv. MultiChoice is part of the video entertainment division of Naspers, which serves around 10m households in 50 countries across the African continent.

M-Net looked to Aspera, an IBM company, to provide its high-speed FASP® transfer technology to streamline the movement of large video files through the digital supply chain, beginning with content submission from suppliers through final distribution of films and TV shows.

## CHALLENGE

To provide its customers with the finest viewing experience, M-Net works closely with a vast array of local and international content suppliers that send M-Net high-resolution, multi-gigabyte video assets everyday. These media files are ingested in various file formats and go through a comprehensive internal process in which the master files are encoded, quality checked and finally vetted for transmission through various channels.

In the past, the delivery occurred via traditional file transfer solutions. However, that method of delivery proved too inefficient due to the unpredictable, slow transfer times, particularly over long distances where network latency and packet loss caused major problems.

*“The Aspera solution is fast, reliable and indispensable for our business.”*

Neo Mojaji

*Head of Production Operations & Media Processing, M-Net*

In addition, M-Net faced IT security issues with its firewalled entry and exit to and from the facility. Every client needed to go through a white-listing process, which further delayed the on-boarding process. Physical shipping of tapes was not a viable option due to the expensive delivery and slow ingest of innumerable tape formats, as well as the sheer logistics of naming, managing and tracking several hundred drives per week.

M-Net needed an alternative, out-of-the-box solution that would enable the company to streamline its broadcast operations by quickly and securely ingesting and distributing digital assets.

## BENEFITS

### Fast transfers

Aspera *fastpex* enables high-speed digital content transfers across Africa and beyond, regardless of file size or network conditions.

### Ease of use

Aspera *fastpex* offers an intuitive web-interface that's easy to use for technical and non-technical employees alike with no need for additional training.

### Flexibility and Scale

The unlimited amount of web clients who can upload to M-Net simplified the onboarding process for new clients.

### Strong security

Aspera's built-in enterprise-grade security features protect M-Net's assets throughout the entire transfer process.

## SOLUTION

M-Net required its new solution be cost-effective and easily embedded into their existing IT infrastructure. At the same time, the broadcaster needed to cater to its diverse client needs and preferences. After reviewing different options, M-Net decided to deploy Aspera *fastpex*™ and Connect Server in its South African facility, which operates as the central ingest point for content uploaded from external partners.

With its rich set of APIs, Aspera's technology was easily embedded into M-Net's web application for seamless content contribution and delivery. Both products are based on Aspera's FASP technology that enables fast and reliable data exchange both in-house and externally – independent of file format and size, transfer distance or network conditions. Additionally, Aspera's enterprise-grade security features built-in authentication, encryption in transit and at rest and data integrity verification that protects M-Net's assets throughout the entire transfer process.

Aspera *fastpex* helps M-Net move media files through the entire digital supply chain, from ingest to distribution, and eases collaboration, sharing and delivery of the largest files and directories with predictable, high-speed file transfers.

*“Thanks to Aspera, M-Net is now able to collaborate even more flexibly and securely on a global scale.”*

 Neo Mojaji  
Head of Production Operations & Media Processing, M-Net

## RESULTS

Supported by Aspera, M-Net has significantly increased its ingest volume and will continue to expand capacity from 800 hours to an expected 1500 hours per month of media aggregation from international studios by year end.

Aspera's adaptive bandwidth control function allows M-Net to transfer multiple files consecutively with high efficiency without saturating its network, resulting in significant time and cost savings. In the event of a transfer failure due to electricity shortage or dropped connection, Aspera software can automatically resume transfers from the point of interruption, saving time and avoiding the hassle of restarting transfers from the beginning.

By reducing content turnaround times and increasing reliable, high-speed content transfers that are highly secure, the new workflow solution has simplified the entire ingest and distribution process for M-Net's digital assets. Additionally, since many of M-Net's external partners already used Aspera for their own transfers, the onboarding process for new clients is dramatically easier today.

“The Aspera solution enables fast, controlled and reliable digital content delivery of our operations across South Africa and the rest of the world,” said Neo Mojaji, Head of Media Processing at M-Net.



## ABOUT M-NET

M-Net (Electronic Media Network Limited) was founded in 1985 as South Africa's first private subscription television service. It provides premium international and local entertainment to its viewers across the African continent. M-Net boasts an array of general entertainment and niche channels and through parent company MultiChoice, broadcasts to around 10 million households across 50 African countries.

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### About Aspera

Aspera, an IBM Company, is the creator of next-generation transport technologies that move the world's data at maximum speed regardless of file size, transfer distance and network conditions. Based on its patented, Emmy® award-winning FASP® protocol, Aspera software fully utilizes existing infrastructures to deliver the fastest, most predictable file-transfer experience. Aspera's core technology delivers unprecedented control over bandwidth, complete security and uncompromising reliability. Organizations across a variety of industries on six continents rely on Aspera software for the business-critical transport of their digital assets.

Learn more at [www.asperasoft.com](http://www.asperasoft.com) and follow us on Twitter @asperasoft for more information.