



High-speed video transfers sharpen Phoenix TV's competitive edge

AT A GLANCE

Industry

Media & Entertainment

Products

Aspera Point-to-Point
Aspera Console
Aspera Connect Server
Aspera SDK

Challenge

Moving news footage and large video files from disparate locations to Hong Kong-based headquarters with speed, security, and reliability.

Results

- Transferred 1GB digital video file from New York to Hong Kong in under 15 minutes.
- Easily integrated with Phoenix Television's existing infrastructure.
- Eliminated large investments in leased lines to transfer large video files.

Phoenix InfoNews Channel, the flagship asset of Hong Kong-based Phoenix Television, broadcasts news and documentaries around the clock. Phoenix Television has garnered a reputation among Chinese-speaking viewers worldwide. Some 300 million tune in to the broadcaster's InfoNews Channel for its in-depth news reporting, insightful documentaries and thought-provoking current affairs programs.

In the past, Phoenix received video files from its global network of bureaus through a combination of FTP and leased lines. However, slow speeds, unreliable transfers, hefty costs, and file deterioration made these options unsuitable for Phoenix's business needs.

Phoenix Television integrated Aspera's software solution into its existing file-based management system, resulting in dramatic improvements in transfer speeds, performance, and efficiency.

CHALLENGE

With a network of 15 content-contributing bureaus located across Asia, Europe and the United States, the Hong Kong studio headquarters receives a constant feed of raw footage and news bulletins averaging 500GB a day. Additionally, the bureaus

produce non-time-sensitive content such as documentaries on local history, people and culture that are also dispatched to the headquarters on a daily basis.

Traditionally, the bureaus used a standard FTP solution to dispatch shorter videos of up to 2 minutes. An inherently insecure approach, FTP was unable to efficiently utilize available bandwidth, resulting in slow and unreliable transfers that were unacceptable to Phoenix. "FTP is inefficient, very slow, and unpredictable. It was a real headache for us for a long time because in our line of business, timing is everything," said Wang Hong-Bo, the station's IT Director.

"Aspera's technology has dramatically improved our internal efficiencies and programming quality."

 Wang Hong-Bo
IT Director, Phoenix Television

Phoenix used leased lines for the delivery of lengthier digital videos – typically 30 to 60 minutes in HD format – but leased lines were expensive, and the compression and decompression routine required for these transmissions resulted in file quality deterioration, sometimes to the point where

BENEFITS

Maximum speed: Aspera's high-speed, FASP-powered transfers maximize bandwidth utilization regardless of transfer distance, file size, or network conditions, so Phoenix is able to broadcast up-to-the-minute news as soon as the reports are filed.

Guaranteed delivery: Transfer rate control allows Phoenix to allocate bandwidth based on project priorities, delivering reliability and the peace of mind that Phoenix's time-sensitive video files will be delivered to headquarters dependably.

Comprehensive control: Insensitive to latency and packet loss, Aspera's FASP technology delivers video files safely without file deterioration.

ABOUT PHOENIX TELEVISION

Hong Kong-based Phoenix Television is a prominent broadcaster of quality Mandarin programmes targeting the Chinese-speaking communities across the world. With an estimated 300 million global viewers, Phoenix's footprint spans more than 150 countries over five continents.

The broadcaster's crown jewel, Phoenix InfoNews Channel, offers 24-hour broadcasting on financial news, stock market information and worldwide news headlines. In addition, it provides analysts' comments and analysis on current issues and world affairs. A network of bureaus located in major cities such as Beijing, Los Angeles, New York, Paris, Shanghai, Sydney, Taipei and Tokyo provide news feeds to the Hong Kong headquarters.

For more information, visit <http://www.phoenixtv.com>.

files were no longer suitable for broadcast use. "The emphasis of our full-length programming is on quality, but high quality translates to large file sizes often exceeding 20GB for an hour-long program. This causes a significant challenge for delivery back to the headquarters for broadcasting," said Wang.

SOLUTION

Phoenix Television deployed Aspera Connect Server at the studio headquarters in Hong Kong and Aspera Point-to-Point Clients at the bureaus for video transfers between bureaus and the studio. Phoenix also deployed Aspera Console for network-wide transfer management, monitoring and control of the entire data transfer environment.

The news team further leveraged Aspera's open architecture Software Development Kit (SDK) to integrate Aspera's solutions into its existing assets and workflow management system. Aspera SDK offers a rich Application Programming Interface (API) that enables easy integration to any desktop applications, web-based applications, and mobile client on iOS and Android.

RESULTS

Phoenix's network of bureaus can now push their digital content with greater ease and efficiency. Using Aspera, it now takes under 15 minutes for a US-based bureau to deliver 1GB of digital video file back to Hong Kong on a 10Mbps Internet connection, with a minimal 2% packet loss when it would have taken over 4 hours to transfer the same file via FTP. During a live broadcast, Phoenix TV is able to move large files of 10GB within 2 minutes on a 1Gbps connection, regardless of distance. An FTP transfer under the same conditions takes more than 20 hours, and may terminate prematurely.

Using the Console dashboard, Phoenix's news team at the headquarters gains complete visibility over the transfer environment with real-time, centralized control and monitoring over all high-speed transfers.

"Aspera's technology has dramatically improved our internal efficiencies and programming quality," said Wang. "The benefits of speed, efficient bandwidth management, and reliable transfers – enabled by Aspera's solutions – have allowed Phoenix to gain a significant competitive edge over our rivals and to better enhance our subscribers' viewing experience."

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About Aspera

Aspera 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 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