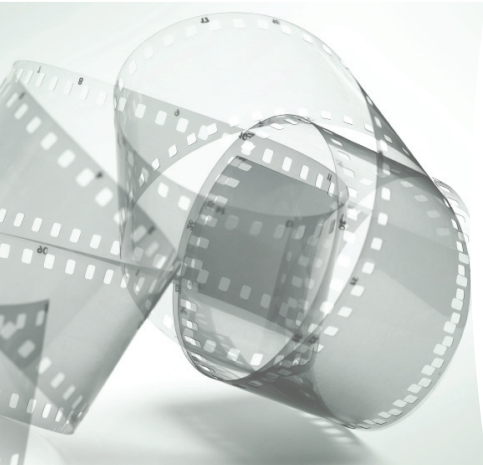




TELEWIZJA POLSAT
MEDIA & ENTERTAINMENT



Accelerating Content Delivery from Local Content Providers and Global News Correspondents

AT A GLANCE

Industry

Media & Entertainment

Products

- Aspera Connect Server
- Aspera Drive
- Aspera Faspex
- Aspera Console
- SDK

Challenge

Telewizja Polsat needed a fast and reliable transfer solution to ingest content from Polish content producers and globally dispersed news and sports correspondents

Solution

Aspera Connect Server powers high-speed file transfers from local content producers and global correspondents to Telewizja Polsat, while Aspera Console provides a comprehensive management environment for monitoring and prioritizing content transfers.

Results

- High-speed transfer of multi-gigabyte digital assets, reaching up to 10 TB per month.
- Real-time collaboration with geographically distributed news and sports correspondents

Telewizja Polsat, established in 1992, is the biggest commercial broadcaster in Poland. The company broadcasts more than 30 channels and belongs to Cyfrowy Polsat Group, the biggest media-and-telecommunications group in Poland. The group also includes Polkomtel, the operator of Plus mobile network and the leader of LTE technology, which relies on the latest solutions for the services it develops for its customers; Cyfrowy Polsat operates the biggest satellite TV platform in Poland, provides state-of-the-art multimedia services and IPLA service, and is the leader in Internet TV and the video on-line market in Poland. The group has 5.9 million contract customers and provides 16.4 million services in such areas as mobile telephony, pay TV and Internet access.

To streamline content gathering for broadcast across its channels, Telewizja Polsat selected a suite of high-speed file transfer products from Aspera to move large media files over the WAN at maximum speed, resulting in significantly reduced turnaround times and improved efficiency.

CHALLENGE

Telewizja Polsat collaborates with 40 Polish production houses and content producers that submit programs, series

and movies in a specific HD format for transmission every day. In addition, the broadcaster works closely together with global news and sports producers, which also send the latest up-to date reports and announcements from all over the world. One hour of TV content alone usually consists of 25 GB of data, reaching approximately 10 TB of content every month.

Previously, this volume of content was delivered on external media, like tapes, hard disks and DVDs, or transferred using FTP. However, after deploying a tapeless production and broadcast system from Avid Interplay | MAM several years ago, Telewizja Polsat realized their previous transfer methods were too slow and ineffective, involving too many people carrying out the work manually.

In addition, its past transfer methods had become impractical due to the growing size of digital media, as well as additional new locations and signed contracts with new content providers.

Telewizja Polsat began evaluating software-based alternatives to FTP and hard drive shipments that were capable of delivering digital content in a fast, reliable and secure manner.

BENEFITS

Fast transfers: Aspera high-speed, FASP®-powered transfers make the process of uploading content to Telewizja Polsat more efficient than ever and reduce the overall transmission cycle.

Strong security: Aspera's built-in enterprise-grade security includes SSH authentication, encryption in transit and at rest, and data integrity for each transmitted block, protecting valuable media assets throughout the entire transfer process.

Ease of use: The intuitive web interface enables new content providers and correspondents to start transferring files immediately without the need to learn a complicated system.

Efficiency: High-speed data delivery saves time and costs compared to previous solutions.



ABOUT TELEWIZJA POLSAT

Telewizja Polsat was the first commercial television station in Poland and today is one of Poland's two leading private television groups in terms of revenue and share in the TV advertising market. POLSAT, our flagship channel, is one of Poland's leading channels in terms of audience share. It airs a broad variety of movies, Polish and foreign series, great music events, talent shows realized based on license agreements as well as sports offer and became one of the Polish audience most favorite TV stations. Owing to a very attractive program offer which reaches audiences in more than 98% of households Polsat has one of the most valuable and recognizable brand in Poland. The strongest foundations of the broadcaster are: perfect entertainment, fascinating film offer, reliable and fast news as well as exciting sport.

SOLUTION

After an initial evaluation, Telewizja Polsat decided to deploy Aspera Connect Server, Aspera Faspex and Aspera Drive at the studio's headquarters in Warsaw. Telewizja Polsat leveraged Aspera's open architecture Software Development Kit (SDK) to integrate the solutions directly into their existing workflow.

Based on the patented FASP® high-speed file transport technology, this set of applications enables them to handle the daily file upload, ingest and sharing workflows with greater speed, security and efficiency.

Aspera provides an integral solution for gathering TV content, enabling Polsat's partners to easily log on to a web portal in a standard browser that uses the Connect Browser Plugin to quickly upload TV programs, films, serials and the associated metadata in the form of MXF files.

Additionally, globally dispersed correspondents in the US, Russia, Germany, Italy, Belgium and around the world use Aspera to submit raw and final shots via their mobile devices directly to Polsat for automatic transfer to newsrooms or sports production systems. Aspera's intuitive email-style interface allows individual contributors to quickly upload large video files without requiring any technical expertise. The integrated notifications alert team members when content has been successfully delivered and downloaded.

In addition, Polsat deployed Aspera Console, which provides complete visibility over the transfer environment with real-time, centralized control and monitoring over all high-speed transfers.

RESULTS

Aspera's solution has significantly improved the way content is transferred from local Polish content producers and global correspondents to their Broadcast station and has replaced the incredibly time- and cost-intensive manual processes of sending, reviewing and approving large media files.

With Aspera, Telewizja Polsat processes TV series, movies, news and sports announcements faster than ever before and with greater security. Today, over 10 TB of data are transferred each month.

"Our broadcast depends on Aspera every day," said Andrzej Szymański, IT/TV manager at Telewizja Polsat. "Sometimes content comes in within days of a planned broadcast, which previously require a long process of acceptance and control to be performed in a very short time frame. Aspera drastically reduces the time it takes for us to receive the content, shortening the end-to-end workflow and ensuring we can have content ready to go in time for transmission on our channels."

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● Andrzej Szymański
IT/TV Manager, Telewizja Polsat

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. Part of IBM Cloud, Aspera software is powered by the Emmy®-award-winning FASP® protocol to deliver the fastest, most predictable file-transfer, share and sync experience across on-premises, cloud, and hybrid infrastructure. 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 and follow us on Twitter @asperasoft for more information.