



Enabling high-speed ingest of premium video to the cloud

AT A GLANCE

Industry

Media & Entertainment

Products

Aspera Platform On Demand

Challenge

Pull in video content from content producers located in India to the cloud, where it can be accessed for processing, encoding and end-user streaming.

Solution

Spuul deployed Aspera Platform On Demand to upload HD video content from India to Singapore.

Results

- Spuul tripled the volume of content uploaded daily from 8 TV shows to 25.
- Aspera shortens turn-around time, so content is available to viewers much sooner.

Spuul is a leading video streaming service that offers Indian films and TV shows to viewers worldwide. Spuul works with leading content creators across India to offer premium content to a global audience from their headquarters in Singapore.

In support of its streaming service, Spuul built a web platform to streamline the upload of high-definition video from content and distribution partners in India to its streaming portal, where customers around the world can stream content to their computers, mobile devices, tablets, connected TV's and Set-top Boxes.

Spuul relies on high-speed transfers by Aspera to upload its wide variety of movies and TV shows directly into the cloud, greatly reducing the time it takes to make content available to viewers.

CHALLENGE

When Spuul opened its doors, the founders realized they were faced with a logistical challenge: with headquarters in Singapore, content partners located in India, and a global audience hungry for content, Spuul's business would depend on quickly moving content through the steps from content collection to end-user streaming.

Initially, Spuul tried using FTP to transfer the video files, but found that it was slow, unreliable and required failed transfers to be restarted from the beginning.

The ability to quickly and securely deliver fresh video content is critical in the hyper-competitive digital streaming market, where consumers expect new content on a daily, if not hourly, basis and want to view it on their device of choice. Hindered by slow upload times for Big Data – particularly for feature

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● Michael Smith
Chief Product Officer, Spuul

films that can exceed four gigabytes for a single file – Spuul needed a much faster way to expand its online content libraries with its content partners.

BENEFITS

Fast transfers: With Aspera, Spuul can upload content to the cloud and across cloud infrastructure at maximum speed, regardless of file size, transfer distance or network conditions.

Scalability: Aspera Platform On Demand can scale to accommodate Spuul's growing business needs as the company expands while avoiding large upfront infrastructure costs.

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



ABOUT SPUUL

Spuul is an ad supported subscription service that legally provides online Indian content to anyone in the world. Our service offers both free and paid content.

At Spuul, we believe that streaming video will become the most popular way for people to watch movies and TV Shows. It will allow people everywhere to use mobile devices, PCs, connected TVs and Set-top Boxes to watch their favorite content whenever and wherever they want.

SOLUTION

Having already experienced great success with Aspera Client, which was mandated by several of Spuul's content providers, Spuul opted to use Aspera Platform On Demand for all uploads to the cloud, completely replacing FTP. Aspera On Demand offers seamless, line-speed ingest and distribution of very large files to and from cloud-based storage, so Spuul can realize the full benefits of the cloud.

Today, files are uploaded directly to Amazon S3 via Aspera Platform On Demand, where they are pulled by third-party applications to undergo processing and transcoding. Then the files are redelivered to S3 via Aspera, ready for streaming. Notifications alert admins at Spuul when Aspera transfers have completed.

“Aspera was the only fast, secure and reliable way for Spuul and its content partners to deliver fresh programming content to meet our subscriber demands.”

 **Michael Smith**
Chief Product Officer, Spuul

RESULTS

Aspera reduces the time it takes to securely transfer large video files over any distance by up to 99.9 percent, allowing Spuul to move through the steps of processing, transcoding, and making the video files available to viewers as quickly as possible after each show airs. Plus, high-speed transfers by Aspera enable Spuul to expand and drive growth. With Aspera On Demand, Spuul immediately tripled the daily volume of video content uploaded and processed from its distribution partners from eight TV shows to 25 and now receives more than 40 GB of new HD video content each day.

“Aspera was the only fast, secure and reliable way for Spuul and its content partners to deliver fresh programming content to meet our subscriber demands,” said Michael Smith, Chief Product Officer, Spuul. “With Aspera, we can quickly expand our online library of TV shows and feature films without delay or bottlenecks, which will help us continue to grow our subscriber base and offer fresh compelling content on an ongoing basis.”

Since its launch nearly two years ago, Spuul has been able to quickly expand its programming choices to nearly 1,000 Indian feature films and dozens of TV series in its current library. As the company continues to expand its offerings, Aspera offers full scalability and a usage-based pricing model to meet new subscriber demand for Spuul's programming.

“One of the biggest advantages of using Aspera is that files are delivered directly into the cloud, and that's where we need them,” said Smith.

With Aspera, it doesn't matter where content is created, where it lives, or how it is ultimately consumed – Aspera moves that content wherever it needs to go faster and more reliably than any other solution. Aspera gives businesses the flexibility to operate successfully from anywhere in the world, connected by the power of high-speed data transfer.

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