



Distributing promotional web content to martial arts fans around the world

AT A GLANCE

Industry

Cloud

Products

Aspera On Demand

Connect browser plug-in

Challenges

Transferring high-resolution video content from venue to host site in the cloud for scale-out transcoding.

Results

- Ensured UFC moves data at the fastest speeds available through full bandwidth utilization.
- Eliminated costs of infrastructure investments and expensive hardware using direct-to-s3 to transfer all content to the cloud.

Ultimate Fighting Championship® (UFC®) is the world's leading promoter of mixed martial arts (MMA), with programming broadcast to half a billion homes throughout 150 countries. In addition to the live match broadcasting on pay-per-view television, UFC also features a host of other content on its website prior to each match, including footage of fighters in training, weight cutting, and interviews with the fans and fighters.

The UFC relies on Aspera On Demand software to transfer all pre- and post-fight content to the Amazon S3 cloud, benefitting from Aspera's fast transfer speeds, enterprise-grade security, and ease of use.

CHALLENGE:

Every few weeks, a tournament equivalent to the Super Bowl of ultimate fighting takes place at one of many different venues around the world. To reach their target audience of young adults and teenagers, UFC cannot rely on television alone – they need to make sure their promotional content is readily available and accessible by their business development team promoting the event, on the UFC web site, as well as on mobile and gaming platforms in order to deliver their promotional content to the appropriate demographic ahead of the pay-per-view

events to drive awareness and demand.

Fights are located worldwide, from Ireland to Brazil to Las Vegas, Nevada, frequently in locations with poor connectivity. To aid in the delivery of up-to-date content on the web and beyond, Adept Mobile built a video ingest, transcoding, and distribution platform built around Amazon Web Services (AWS) that takes high-resolution video clips and uploads them to AWS S3 cloud storage for transcoding into various mobile device formats before posting them on UFC's website.

"We integrated Aspera On Demand, and it solved all of our requirements."

 **Gabe Smallman**
President, Adept Mobile

In the past, UFC had used a traditional file transfer protocol (FTP) to transfer their videos to the host point. Unfortunately, FTP transfers were slow, unreliable, and unsuitable for large transfers. "The biggest problem with FTP is a file will get halfway there and then crash and fail, and then we have to start over," said Christy King, Vice President of Digital, Technology Research Development at UFC. Also, content producers and web developers would notify each other over



BENEFITS

High-speed transfers: High-speed, FASP™-powered transfers allow UFC to move large high-resolution video files to the cloud at maximum speed regardless of network conditions or distance.

Cloud-ready solution: Aspera On-Demand moves data to the cloud without requiring costly infrastructure implementations, allowing UFC to take full advantage of all the benefits of cloud computing.

Enterprise-grade security: Complete, built-in data security includes user authentication, on-the-fly data encryption, and data integrity verification to ensure content is protected throughout the transfer process.

Ease of use: Aspera's intuitive features make data transfers quick and simple even for non-technical business development staff.

ABOUT UFC

The fastest growing sports organization in the world, the Ultimate Fighting Championship® (UFC®), started in 1993 as a professional mixed martial arts (MMA) organization. UFC has revolutionized the fight business, and today stands as the world's leading MMA promoter, offering the premier series of MMA sports events.

ABOUT ADEPT MOBILE

Adept Mobile extends your brand, content and products to mobile devices. Our services include analysis, strategy and implementation.

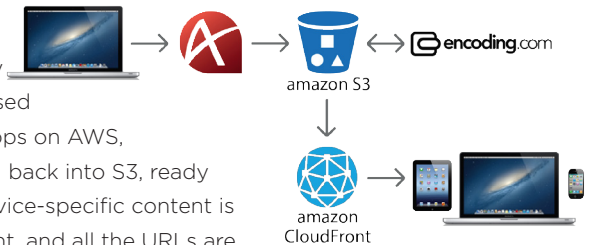
regular email when new content was available for upload or for final insertion into the website's CMS, often creating additional delays.

UFC needed a high-speed file transfer solution to move content from the venue to the host site as quickly as possible to ensure there is time for editing and transcoding and so the promotional content can be released in time for the event.

SOLUTION:

UFC selected Aspera On Demand Application Platform running on AWS EC2 instances and Connect browser plug-in to transfer video clips at high-speed from the different venues to AWS. Production teams transfer the content from their laptops using the install-on-demand Connect plug-in, and the Aspera Application Platform stores the content directly in S3.

As soon as the transfer is complete, parallel encoding jobs are automatically started using encoding.com's cloud-based transcoding service, which also backstops on AWS, and the resulting output files are stored back into S3, ready for distribution. Final delivery of the device-specific content is accomplished using Amazon CloudFront, and all the URLs are automatically created and available for insertion into the UFC website and can be sent to 3rd party content providers. The entire end-to-end process is fully automated and can be monitored through a dashboard.



RESULTS:

Moving content to the cloud via Aspera technology allows UFC to take advantage of all the benefits of the cloud without losing time waiting for files to upload. UFC now enjoys a 50–90% monthly savings in storage costs after moving to AWS S3, and transfer speeds are now hundreds of times faster using Aspera.

“We needed to be able to push content from the worst possible locations, so we developed a solution using Aspera.”

 **Christy King**
VP, Digital, Technology R&D, UFC

“With Aspera's Application platform and SDK, we accelerated development, lowered the cost, and delivered a final solution to the client which met all their goals” said Gabe Smallman, President of Adept Mobile.

With Aspera On Demand, UFC didn't need to make large investments in infrastructure or support a team to manage a web server, eliminating the associated cost and risk while providing the immense scalability and accessibility offered by the cloud.

Fans benefit from the availability of more current, up-to-date content that provides an inside look into the fight industry as well as accessibility from any device, including mobile phones, tablets, and gaming consoles.

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