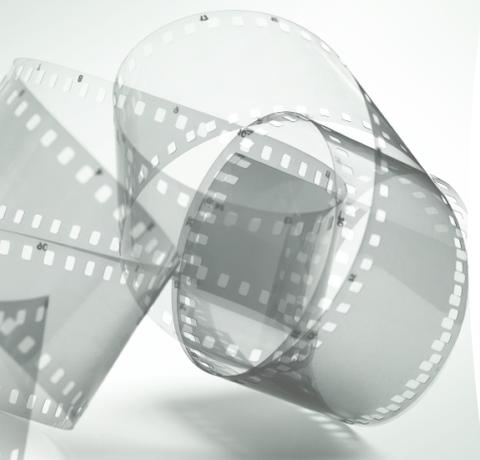




VHX
MEDIA & ENTERTAINMENT



Enabling high-speed ingest of premium video to the cloud

AT A GLANCE

Industry

Media & Entertainment

Products

Aspera Shares On Demand

Challenge

Ingest video files from filmmakers, distributors, and other media customers quickly and reliably.

Solution

Customers use Aspera On Demand to upload premium video content directly to AWS S3.

Results

- Aspera overcomes bottlenecks in the WAN and greatly reduces transfer times for VHX.
- Aspera On Demand is reliable and easy to use, resulting in a steep decline in support calls due to upload issues.

VHX is a direct-to-fan digital distribution platform for video that allows independent artists and distributors to market and sell video directly to their audience through their own websites. The cloud-based platform offers a comprehensive set of services such as web design, social media integration, audience engagement, search engine and mobile optimization, ecommerce, and analytics providing publishers with complete control over the entire video experience.

VHX relies on high-speed transfers from Aspera to quickly and securely ingest full-length feature films and other video content from filmmakers directly into their platform running on AWS S3, significantly reducing the time it takes to make content available online.

CHALLENGE

Everything sold on DVD can be sold on VHX: films, documentaries, standup specials, live concert footage, lectures, web series, and so on. File sizes can grow very large, averaging 6-10 GB in size, which presents VHX with the challenge of how to ingest files quickly.

In the past, VHX suffered from typical speed and reliability issues associated with large film uploads, including connection disruptions, failed transfers or timing out. Traditional

transfer technology proved unreliable and slow over the WAN, and became unfeasible for large files and large sets of files.

“Before Aspera, our support and development teams were backed up with support requests for upload problems. These issues have been nonexistent since we began using Aspera.”

Kevin Sheurs
CTO at VHX

VHX needed a fast and reliable transfer mechanism to upload video from filmmakers, distribution houses, and other media customers so they could take full advantage of the VHX platform.

SOLUTION

VHX elected to implement solutions from Aspera due in large part to requests from several of the large distribution houses using the platform. VHX wanted to align their business with the industry standards and provide a seamless experience for filmmakers and distributors who were already using Aspera in their workflows.

BENEFITS

Fast transfers: With Aspera, filmmakers can upload large video files to VHX's cloud-based platform at high speed, regardless of file size, distance, or network conditions.

Bandwidth control: VHX can easily configure and manage users' access rights to nodes, directories or individual files and set permissions on all user operations.

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.

Easy-to-use web interface: Aspera Shares On Demand provides an intuitive web interface, making it fast and easy for VHX and filmmakers to locate files and folders and initiate high-speed uploads and downloads.

Cloud offering: Aspera On Demand fits neatly within VHX's fully cloud-based workflow, offering seamless, line-speed ingest and providing scale-out transfer capacity to accommodate growing demand.



ABOUT VHX

VHX is a direct-to-fan distribution platform built for premium video. We empower artists to sell their work from their own websites, directly to fans.

Everything that used to be sold on DVD can be sold on VHX. We've helped creators sell their films, documentaries, standup specials, live concert footage, lectures, web series and more.

Today, VHX uses Aspera On Demand to ingest master video files from filmmakers directly into Amazon object-based cloud storage. By overcoming bottlenecks in the WAN, and delivering the content directly to S3, Aspera greatly reduces transfer times while providing the highest level of security and reliability. After ingest, VHX uses Zencoder to transcode the master file into multiple versions for different target platforms. The transcoded videos are then stored back in S3, ready for digital distribution. After purchasing through the VHX platform, consumers can stream content or download files directly.

The easy-to-navigate Aspera Shares on Demand web interface provides consolidated access and powerful search capabilities, so VHX and filmmakers can locate the files or folders they need and initiate high-speed uploads with ease. In addition, VHX can control and manage end-user access to maintain security for high-value content.

“Many of our distribution houses were already using Aspera. Once we set them up on VHX, they can continue to use Aspera to upload their recurring films with maximum speed and 100% reliability. It has been great for them.”

 Kevin Sheurs
CTO at VHX

RESULTS

Aspera On Demand turbo charges content ingest for VHX, enabling fast and seamless transfers of full resolution media and associated metadata to, from and across cloud-based storage. The Aspera software platform provides a unique overlay for content security on top of the infrastructure by managing user authentication, content browsing and access control. Plus, it's easy to use even for non-technical clients.

“Before Aspera, our support and development teams were backed up with support requests for upload problems,” said Kevin Sheurs, CTO at VHX. “These issues have been nonexistent since we began using Aspera.”

The combination of VHX's innovative Platform-as-a-Service and Aspera's high-speed transfer technology enables artists to quickly and easily upload their video content to market and sell on their own websites, giving them a new avenue to reach fans and allowing them to retain more profits.

“Standardizing on Aspera was a natural move for us as most of our distribution houses were already using it for fast and secure file transfers for other activities,” said Sheurs. “Once we set them up on VHX, they can continue to use Aspera to upload their recurring films with maximum speed and 100 percent reliability. It has been great for them.”

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