



High-speed transfer of local and international African and African American content to and from IBM Cloud

AT A GLANCE

Industry

Media & Entertainment

Products

Server on Demand for IBM Cloud
Desktop Client

Challenge

Afrostream needed to efficiently and reliably transfer African and African American content from major film studios and content producers around the globe to the IBM SoftLayer data center in San Jose.

Solution

Aspera Server on Demand for IBM Softlayer provides fast, secure and reliable media transfers to and from Softlayer object storage.

Results

- Significant acceleration and optimization of entire transfer process to and from IBM's cloud storage.
- Reduced content turnaround time from 3 days to under 12 hours.
- Increased ingest volume that now reaches 1,000 hours of aggregated content per month.

Afrostream is a subscription-based Video on Demand (VOD) platform that provides millions of fans with local and international African and African American movies and TV series. With offices in the US and France, Afrostream hosts an extensive content library that is currently available to viewers in France, Belgium, Switzerland and the Sub-Saharan regions of Senegal and Ivory Coast; additionally, the company has secured rights for many other African countries to bolster its growth in the African VOD space.

Afrostream uses Aspera Server on Demand to speed content delivery to its VOD platform. The solution unlocks the benefits of the IBM SoftLayer cloud platform, streamlining Afrostream's data-intensive workflow beginning with media uploads from studios and content providers through final distribution of African movies and TV shows for streaming by fans across the world.

CHALLENGE

To gather quality entertainment for its customer base, Afrostream signed content deals with major studios and independent American, African and British distributors that need to upload terabytes of digital content over the WAN to the company's data center every day.

However, Afrostream faced a logistical challenge. While the company's main office is located in California, the technical team is in Nantes, France, its IBM SoftLayer storage server is housed in IBM's data center in San Jose, California, and Afrostream's content providers and viewers are globally dispersed. Afrostream needed to ensure content could be reliably and efficiently moved across continents. This process was further complicated by the large volume and

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Co-founder & CTO, Afrostream

size of files that needed to be transferred, with digital files typically varying between 10 gigabytes to 1 terabyte each.

Traditional transfer methods such as FTP were too slow and unreliable due to technical limitations, resulting in poor performance and susceptibility to network interruptions and latency over the WAN. To offer a consistent, high-quality experience to their growing user base, Afrostream opted for a more efficient solution to improve the speed of ingest and delivery.

BENEFITS

Fast transfers

With Aspera, content providers upload their large media files to Afrostream's cloud platform at maximum speed, regardless of file size, transfer distance or network conditions.

Reliability

The Aspera solution provides reliable transfers between distant locations, even in areas with poor connections and high latency over the WAN.

Ease of use

Aspera's intuitive user interface is simple to operate, even for non-technical staff.

Strong security

Aspera's enterprise-grade security plan 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 AFROSTREAM

Afrostream is a subscription-based video-on-demand (SVOD) platform that provides millions of fans with local and international African and African American movies and TV series. Founded in 2014 with the idea to enter a growing niche market, Afrostream distributes feature films, independent films, TV-series and stand-up comedies to passionate viewers on multiple-screens (PC, Smartphone, Tablet, etc.). Their large content library is currently available to viewers in France, Belgium, Switzerland, as well as in the Sub-Saharan regions of Senegal and Ivory Coast. Rights for many other African countries are already approved and the platform will be launched in 26 additional nations soon.

SOLUTION

After considering several options, Afrostream selected Aspera's high-speed file transfer solution. Aspera's industry recognition and Afrostream's successful previous experiences with the technology were key factors in their decision. Afrostream easily deployed Aspera Server on Demand, which seamlessly integrated with their existing IBM SoftLayer infrastructure for fast and reliable processing and distribution of content. With Aspera's patented FASP® transport protocol natively integrated into SoftLayer, the Aspera solution enables high-speed transfers directly to SoftLayer's object storage and interfaces with several other workflows to streamline the entire process from ingest to decoding and transcoding for play-out on multiple end-user devices.

Aspera Server on Demand is easy to use and enables business partners to effortlessly submit content to Afrostream's server. Afrostream simply creates an account and provides login credentials to each content provider, and they can immediately begin transferring assets directly to Afrostream's cloud storage. Once files are transferred to the Afrostream server, they undergo a comprehensive process including quality verification, encoding and transcoding into different formats, and final distribution to viewers on any device, including tablets, smart phones or laptops. Afrostream's operations team receives notifications as soon as new files are uploaded.

“Aspera enables us to provide content to viewers faster than ever before and to further expand and drive growth in this niche market.”

 Ludovic Bostral
Co-founder & CTO, Afrostream

RESULTS

Currently, all new content is uploaded to SoftLayer cloud storage using Aspera's transfer technology. Files are quickly and securely delivered without any delay, streamlining the entire digital workflow.

Today's consumers expect access to new content on a daily basis. By implementing Aspera Server on Demand, Afrostream has increased the volume of aggregated content to 1,000 hours per month. The solution has reduced content turnaround times from three days to less than 12 hours, so the latest TV shows and movies can be made available more quickly and reliably on the Afrostream platform for viewers to consume from their preferred devices.

“Using Aspera as the preferred means to ingest high resolution content has significantly accelerated our internal workflow, enabling us to provide content to viewers faster than ever before and to further expand and drive growth in this niche market,” said Ludovic Bostral, Co-founder and CTO at Afrostream.

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. Based on its patented, Emmy® award-winning 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.asperasoftware.com and follow us on Twitter @asperasoftware for more information.