



# Delivering and Receiving Time-critical News Content Anywhere

## AT A GLANCE

### Industry

Media & Entertainment

### Products

Aspera faspex™  
Aspera Console  
Aspera Cargo

### Challenge

Reliably exchange large, time-sensitive content globally, typically 10GB up to 1TB over Internet, with partner stations and postproduction companies.

### Solution

Aspera faspex™ with Cargo provides fast, secure and reliable file transfer of news, features and documentary content. Aspera Console's web-based management application offers DW complete visibility, real-time monitoring and centralized control of all file transfers, with priority delivery of the most critical video files when necessary.

### Results

- Increase delivery speeds up to five times, enabling real-time collaboration between its headquarters in Germany and its partner stations and business partners located all over the world.
- Files that can reach up to 1 TB are now reliably sent and received quickly from anywhere in the world.

Founded in 1953 with its headquarters in Bonn, Deutsche Welle (DW) operates as Germany's foreign broadcasting company, providing global news, features and documentaries that includes regional television lineups in English, German, Spanish and Arabic, as well as radio and online content available in 30 different languages. While nearly all its radio programs are produced at its headquarters in Bonn, the network's television broadcast center is located in Berlin.

## CHALLENGE

Each week, DW broadcast to a worldwide audience of over 135 million people using a global satellite network, partner stations and online services, as well as other means of distribution like apps, podcasting, live-streaming, newsletters, mobile and RSS services.

In order to provide its audience with media content at all times, the broadcaster must strive to constantly interact with its vast network of partner stations and postproduction companies to exchange newsworthy programs. For instance, if a partner on the other side of the world has edited or adapted a news magazine or sent an HD documentary file, DW must ensure this content is turned around and aired as quickly as possible. Due to the

fast-paced nature of media, coordination between postproduction houses and other business partners all over the world is of utmost importance and has become increasingly dynamic and more integrated than ever before. At the same time, the number and size of high-resolution video files has grown immensely, varying between 10GB and 1TB for DW. For example, a single 30-minutes video can be 10 to 50GB. Cumulatively, DW must have to be capable of transferring up to 20TB of media content each month.

As transfer volumes have grown, DW was compelled to find a solution that enabled it to receive and deliver content to and from anywhere as quickly as possible while content was fresh, independent of the file size and geographical distance. In the past, DW used a standard FTP-transfer solution; however, it did not reliably meet its needs. Transfers were slow and often subject to interruption or complete failure.

DW needed a solution that could be quickly deployed to counter the common inefficiencies of file delivery over the public internet and maximize its bandwidth utilization to speed up the entire transfer process worldwide.

## BENEFITS

### High-Speed transfers

Aspera significantly reduces transfer times between the different locations, enabling it to publish the latest news faster than ever with no delays like before, giving it a huge competitive advantage.

### Cost effectiveness

DW and its business partners can fully utilize their existing infrastructure to achieve maximum speed delivery, reducing cost by eliminating expensive IT upgrades.

### Advanced Reporting

Provides full visibility over its entire file transfer environment with comprehensive real-time notification, logging and advanced reporting.

### Strong security

Aspera faspex provides an intuitive user interface that allows users to send and receive media content with little instruction or training.



## ABOUT DEUTSCHE WELLE

Deutsche Welle (DW) is Germany's international broadcaster and a trusted source for reliable, unbiased news and information. DW delivers the latest insights and analysis of the issues that are moving the world with regional television lineups in English, German, Spanish and Arabic, and radio and online content available in 30 languages. With news, features and documentaries covering everything from business, science and politics to arts, culture and sports, we bring people closer to what matters most. Our 135 million listeners and viewers worldwide have content tailored to their usage. We rely on a global satellite network, partner stations and online services to make tuning in as easy as possible, as well as utilizing other means of distribution like apps, podcasting, live-streaming, newsletters, mobile and RSS services.

## SOLUTION

After defining its specific transfer requirements, features and budgets, Deutsche Welle deployed a multi-product solution that included Aspera faspex™ server software at the main site in Bonn, as well as Aspera Console and the Aspera Cargo downloader. These products were quickly integrated into its existing applications and its entire workflow without any additional hardware or other upgrades.

Based on the patented FASP® transfer technology, Aspera faspex™ ensures a fast, secure way to exchange all digital assets internationally between facilities in Germany, its partner stations and cooperating postproduction houses.

Globally dispersed partners can now quickly share content at unprecedented speeds.

This highly versatile solution enables DW to easily on-board new internal or external users by creating additional accounts with appropriate individualized levels of access control.

The integrated email notification feature informs each user about the status of content delivery, letting them know when the files were successfully delivered and downloaded. Aspera Cargo can automatically download new deliveries to DW users' desktops, eliminating the need to login to systems and repeatedly check for transfer completion. Aspera Console provides administrators an advanced management and reporting tool to monitor and control the entire transfer environment of DW worldwide. Transfer rates can be adjusted in Console if need be to ensure time-critical content is prioritized accordingly so that the whole news cycle remains on schedule.

## RESULTS

With Aspera, Deutsche Welle can now reach its audience as content is reliably distributed on time around the globe, without the delays it regularly experienced before. Delivery times to and from partners have improved tremendously, with transfer speeds up to five times faster than FTP and other alternative solutions. DW users can easily and quickly exchange large data packages that are as big as 1 TB.

Given the ease of installation and Aspera's prevalence in media, DW can quickly set up new partners to send or receive content quickly, which allows DW to further expand its network of supplying partners. With Aspera Console, DW's entire transfer environment has become very structured with advanced management and visibility.

*“With Aspera we can reach our global audience quicker than ever, as content is reliably distributed to and from our partner stations five times faster than FTP or other alternative solutions. Exchanging large digital data packages up to 1 TB can now be done with ease.”*

 Hubert Czaja  
Head of Distribution, Deutsche Welle

### 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](http://www.asperasoftware.com) and follow us on Twitter @asperasoftware for more information.