



GROUPE AB
MEDIA & ENTERTAINMENT



Groupe AB Accelerates and Scales Content Delivery with Aspera

AT A GLANCE

Industry

Media & Entertainment

Products

Aspera Faspex On Demand

Challenge

To transition from video tapes to digital files, Groupe AB needed the most efficient way to receive, store and deliver multi-gigabyte videos using its Microsoft Azure Cloud platform that serves its 19 TV channels every day.

Solution

Aspera Faspex On Demand running on Microsoft Azure enables Groupe AB to reliably and quickly transfer up to five TB of video content per month regardless of location.

Results

- Ability to process multimedia content in a fast-paced broadcast environment under very tight deadlines.
- Fast exchange of multi-gigabyte video files guarantees shorter production cycles.
- Quick collaboration with business partners, clients, and content providers.

Groupe AB is an independent publisher, producer and distributor of content destined for French speaking Europe. The group is principally involved in producing and distributing television series, TV movies, cartoons and documentaries as well as editing the associated television channels and digital services. The group has a portfolio of 19 channels, widely distributed in French-speaking areas of Europe and Africa. Groupe AB is one of the biggest and most diverse content managers in France with a catalogue of over 12,000 hours of programs and around 80 hours a year of in-house productions.

CHALLENGE

To meet the challenges of expanding and managing its growing digital content library, Groupe AB began to explore its options for high-speed data transfer solutions. These challenges grew with the migration from video tapes to digital files as file-based deliveries became the standard in the industry and new storage and transfer solutions became essential. This transition continued over several years as the stock of digital files increased steadily, while less and less video tapes were physically sent to its offices using a courier service. Groupe AB needed a proven and reliable solution to transfer its voluminous media files in a reliable and secure way via commodity Internet, independent of size, network conditions and distance.

Groupe AB first tried to use the standard network protocol, FTP, but this method proved to be too slow and unreliable with most standard transfers over longer distances, often failing altogether with bigger HD quality video and longer footages. With the development of HD files and the arrival of 4K videos (the company has a new 4K Channel named "Ultra Nature"), Groupe AB

"With a large majority of operators using Aspera, it makes sense for AB to be part of the same ecosystem. The reliability, ease-of-use and impressive transfer speed quickly convinced us of an even greater need to deploy Aspera."

Christophe Guillarme,
Director of IT, Groupe AB

needed a solution that it could fully trust to transfer content meeting the tight production and broadcast deadlines at anytime from anywhere in the world. The proposed solution also had to scale to meet the more considerable challenges that Groupe AB will face in the near future.

BENEFITS

Guaranteed Reliability

Working with partners all over the world is no longer an obstacle since Aspera file transfers are always fast, secure and reliable, over any distance

Greater Scale and Cost Saving

Aspera Faspex on Demand leverages the native integration of Aspera FASP into Microsoft Azure for scalable, low cost infrastructure.

Maximum speed

Enables large content transfers over any network at high-speed by fully utilizing available bandwidth, directly to and from Microsoft Azure cloud object storage.



About Groupe AB

Founded in 1977, located north from Paris, Groupe AB was originally a music and show production company. In 1996 the company developed its activity in the world of television and is now considered as the leading independent content publisher, producer and distributor in France. Groupe AB has an exclusive position in the media sector due to its content expertise and independence, which enables Groupe AB to work with the media sector not only in France but globally. The company also distributes and represents the largest French speaking catalog with over 15.000 hours available and continuously growing with its own productions, coproductions and acquisitions.

Learn more at www.groupe-ab.fr

SOLUTION

Since Aspera solutions are the standard for approximately 80 percent of Groupe AB's business partners and suppliers, the company quickly recognized that Aspera is the most reliable transfer tool in the media industry. Based on this, the IT department ran a few internal tests that not only proved Aspera software is reliable and easy-to-use, but that also demonstrated Aspera's unique adaptive rate control which fully utilizes available bandwidth while also being fair to other critical network traffic. Groupe AB also appreciated the benefits of using the same technology as most other operators in the industry.

In order to support its growing business in the most efficient way, it deployed Aspera Faspex On Demand running in Microsoft Azure to transfer video content directly in and out of the cloud object storage. This solution is designed to exchange large content files and directories quickly and easily between individuals, teams and sites leveraging Microsoft cloud infrastructure to provide greater scale and cost savings.

At Groupe AB, a web-based user application enables users to easily select and deliver multi-format digital video files at high speed to its data storage in Azure. Once a media package has been submitted, the team in the French headquarters gets a notification that content is available for further processing to be finalized before airing. With Aspera, the entire communication and workflow has become more efficient than ever. The auto resume function is of particular importance when transfer interruptions occur since transfers of time-sensitive content have little to no room for failure.

Groupe AB sends media to clients and partners either manually or automatically:

- Automatically using an in-house web application: Using the Faspex API, Groupe AB's internal application allows users to select the desired files stored in Azure to assemble into a package that is seamlessly uploaded to a separate temporary location in Azure. Aspera Faspex On Demand in Azure delivers an email message to the specified recipients with a hyperlink to quickly download the package directly from Azure cloud object storage.
- Manually using Aspera Faspex web application: When sending files from on-premises sites, senders can use the Aspera Faspex application directly to assemble files into packages for upload by the Aspera server that is then used by providers and partners to download the package. The creation of the email message with the download link is sent to the recipient through the Faspex interface.

RESULTS

Using Faspex on Demand, Groupe AB has drastically reduced the overall turnaround time of receiving and airing content. Today over 90 percent of all video content is transferred with Aspera's FASP® transfer technology. With Aspera, it is now possible to exchange up to five TB of content per month, which is much greater than before. Today, more content can be broadcasted within a shorter period of time.

With Aspera running on Microsoft Azure, Groupe AB has also realized considerable cost savings as it shifted from capital to operating expenses. Groupe AB no longer has trouble exchanging files between remote locations in North America or Asia, including 4K videos. Aspera has enabled Groupe AB to seamlessly work with new business partners, clients and providers to expand its business. Co-operations, productions, co-productions and acquisitions have become more efficient in an industry where technology evolves every day. In the broadcasting industry, Groupe AB recognizes Aspera has as one of the companies that truly innovates and aligns its technology and products with the rapidly-evolving media and entertainment industry.

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. Part of IBM Cloud, Aspera software is powered by the Emmy® award-winning FASP® protocol to deliver the fastest, most predictable file-transfer, share and sync experience across on-premises, cloud, and hybrid infrastructure. 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 its digital assets.

Learn more at www.asperasoft.com and follow us on Twitter @asperasoft for more information.