



Serving Up Community Programming at High-Speed

AT A GLANCE

Industry

Digital Media

Products

Aspera Connect Server

Aspera Console

Challenges

Provide a fast, reliable platform for local high schools to contribute content for broadcast on MSG Varsity's unique, community-focused media service.

Solution

Aspera Connect Server powers high-speed file transfers from high schools and field producers to MSG Varsity. Aspera Console delivers comprehensive management environment for organizing, tracking and troubleshooting content.

Results

- The number of high schools contributing content to MSG Varsity has increased by 30%.
- Content is reliably captured, uploaded and broadcast within 24-48 hours (as opposed to 5-7 days).
- Meta data allows MSG Varsity to track, search and organize content for broadcast.
- File transfer failures are quickly identified and remedied.

MSG Varsity is a one-of-a-kind initiative focused on providing hyper-local coverage of high school sports, academics and other related activities via its television, online, and mobile channels. With the help of more than 350 participating high schools in the New York tri-state area, MSG Varsity broadcasts everything from football and basketball games to drama performances, debates and niche events like fencing and chess—that otherwise wouldn't be available to local communities. MSG Varsity also produces daily round ups of sports highlights, magazine-style shows and more, serving an audience of more than three million households.

CHALLENGE

Before content can be broadcast, high schools need to upload content to MSG Varsity's facilities. However, the schools that contribute content don't have sophisticated equipment, high-bandwidth connections or full-time IT departments. Before Aspera, FTP file transfers were often slow and unreliable, in some cases timing out before uploads were complete. MSG Varsity had no way to track whether content was uploaded successfully, when, and by which contributor. In some cases, audiences were eager to watch a season-defining game, not knowing that a file transfer had actually failed. MSG

desperately needed a high-speed platform that schools could easily and reliably use to upload content.

"The success of MSG Varsity depends on the active participation of our content providers, so we want to make things as straightforward for them as possible," said Bill McGlone, Director of Technology Operations for MSG Varsity.

"When we first launched MSG Varsity, it took us around 5-7 days to turn around content for broadcast," said McGlone. "With Aspera, our turn around time is 24-48 hours. That's a radical improvement."

 **Bill McGlone**
Director of Technology Operations for
MSG Varsity

SOLUTION

Aspera's patented high-speed file transport technology allows MSG Varsity's contributors to quickly upload large video files without a lot of technical expertise. Thanks to Aspera, MSG Varsity can assure schools that when the season-making touchdown is scored or the debate team wins a competition, viewers won't have to wait long to take part in the action.

BENEFITS

Faster file transfers: MSG Varsity has been able to dramatically improve file transfer times and make content available for broadcast within 24-48 hours (instead of 5-7 days).

Improved upload process: Aspera makes the process of uploading content to MSG Varsity a snap. The number of high school participants has swelled from 250 to more than 350 active contributors.

Better tracking: Detailed monitoring through Aspera Console means MSG Varsity can more effectively manage and track the status of incoming file transfers and troubleshoot if required.

Happier contributors, happier viewers: Faster and more reliable file transfers mean that contributors can more easily showcase their school activities, and viewers have access to a broader range of engaging content.

Reliable support: Aspera support quickly resolves any firewall or network issues that schools encounter when uploading content.

ABOUT MSG VARSITY

MSG Varsity is comprised of an Emmy award-winning, 24/7 HD television network, an online destination and a groundbreaking interactive service, all dedicated to high school sports, academics and activities happening throughout the New York tri-state area. Content for these multiple platforms includes MSG Varsity's professionally produced programming as well as media created by participating high schools, all offered as a Cablevision exclusive service, reaching three million households.

With a patented transfer technology, FASP™, at its core, Aspera's technology uses all of the available bandwidth for high speed uploads, over any distance, using any network, while protecting other network traffic. Regardless of network conditions, high schools can quickly log on to the MSG Varsity Web portal in a standard browser and upload content to the server at high-speed using the Aspera Connect browser plug-in. Schools can also enter meta data such as the title, author, type of event and a brief description, which helps MSG Varsity more efficiently organize, search for and categorize videos. Aspera Console, a web-based management software that provides detailed visibility into file transfer activity, enables MSG Varsity to track all content that schools are sending, monitor how long it takes for files to upload and catch incomplete or failed transfers.

MSG had Aspera up and running in just three weeks. "We were very happy with the implementation time frame," said McGlone. "Sometimes a technology vendor claims it's going to be a few weeks and it ends up taking a few months to deploy, or more. Aspera was right on target."

"Deploy a solution sooner rather than later. If your business is based on leveraging user-generated content, FTP 'free ware' just isn't going to cut it."

 **Bill McGlone**
Director of Technology Operations for
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RESULTS

MSG Varsity has been able to revolutionize many aspects of its service thanks to Aspera. File transfer rates have more than doubled, and with Aspera Console, MSG Varsity can receive notifications and track the status of file transfers in real time, pinpoint why a file is held up and take action quickly to remedy the situation.

Faster and more reliable file transfers means that MSG Varsity can offer a larger selection of content to viewers and empower schools to share their stories without a lot of hassle or delay. Due in part to the ease with which they can now upload files, schools have increased their participation. Prior to the Aspera deployment, around 200 schools occasionally contributed to MSG Varsity. Today, 350 schools are involved, with more than 250 providing content on a daily or weekly basis. Aspera has also made the job of MSG Varsity field producers and film crews much easier, as they too can rapidly upload content from their location shoots.

LESSONS LEARNED

McGlone's advice to media providers with similar content demands? "Deploy a solution sooner rather than later. If your business is based on leveraging user-generated content, FTP 'free ware' just isn't going to cut it. You want a file transfer process that's fast and helps you keep track of everything so issues can be dealt with as seamlessly as possible. This is exactly what we've been able to do with Aspera."

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