



Rapid, Predictable Mobile Uploads for Content Creators

AT A GLANCE

Industry

Broadcast Media

Products

Aspera Connect Server
Connect Browser Plug-in
Aspera On-Demand
Aspera Mobile Uploader
Aspera SDK

Challenge

Moving large sets of data over long distances quickly and securely.

Results

- Increase in transfer speed and reliability of digital content
- Any user familiar with the iPhone, iPad or web browsers can easily upload large files to newsrooms at maximum speed in a single click
- High-speed predictability and end-to-end control of uploads and file movement
- Budgeting of bandwidth usage based on network capacity

SendtoNews is a conduit between content creators and newsrooms/assignment editors looking for high quality, newsworthy content to use as part of daily programming. SendtoNews offers its clients the opportunity to share their stories directly with print, television, radio and online newsrooms by uploading them to the company's cloud-based news story management platform. SendtoNews then automatically optimises the stories for fast preview and easy use and tracks usage so clients can monitor their local, national and international media coverage.

CHALLENGE:

The challenge for SendtoNews was finding a platform that would allow its users to easily upload and send large amounts of data whilst on the move. Transmitting large multimedia files can be a notoriously slow and unreliable process, especially when using conventional transfer methods such as FTP or HTTP, and this process is even more precarious on mobile phones. "It's not unusual for transfers to fail at the worst possible moment, eg. under deadline, during breaking news or when covering a major event, and that simply shouldn't happen," said Marc Hoelscher, marketing director at SendtoNews.

SOLUTION: FASP™ SOFTWARE

SendtoNews uses the Aspera Mobile Uploader client software to facilitate rapid mobile upload and on-time delivery of high-value content. Not only does it offer

"Aspera's technology was head and shoulders above its competitors. Not only was it more robust and better suited to our needs but the team were 100% dedicated to making the project a complete success for us. You 'd go a long way to find a team that worked harder on the integration than these guys."

 Marc Hoelscher
Marketing Director at SendtoNews

high-speed predictability but also end-to-end control of uploads and file movement across SendtoNews' newsroom management workflow. Mobile users simply capture and upload content directly to these newsrooms. Through SendtoNews, any user familiar with an Apple iPhone, iPad or web browser would be able to easily upload large images and HD video to newsrooms at maximum speed in a single click. The company has fully integrated its end-to-end solution with Apple

BENEFITS

Maximum speed: Enables large data set transfers over any network at maximum speed, source disk to destination disk, regardless of network conditions or distance.

Extraordinary bandwidth control: Provides precise rate control (pre-set and on-the-fly) for guaranteed transfer times. Adaptive rate control fully utilizes available bandwidth while remaining fair to all other network traffic.

Complete security: includes built-in security using open standard cryptography for user authentication, data encryption and data integrity verification

Software only solution: Uses standard, unmodified IP networking and is implemented in software as an application protocol. Requires no changes to the operating system or driver installation on the file transfer endpoints, no new appliances, and no network changes.

Robust: Automatically resumes partial transfers and retries failed transfers.

Flexible open architecture: Supports interoperable file and directory transfers between all major operating systems and provides a complete, modern software API to build upon.

ABOUT SENDTONEWS

SendtoNews is a cloud-based, B2B relationship management platform and one of the fastest growing multimedia news distribution services on the internet. Developed by news industry professionals, SendtoNews allows newsrooms and content contributors to share story ideas and transfer multimedia content to television and radio stations, print publications, online news web sites and more.

iOS, Aspera transport and the Amazon cloud. The solution is network agnostic and ideal for use over congested or otherwise unreliable mobile networks.

BENEFITS: SPEED, CONTROL AND REDUCED COSTS

Aspera's platform has meant newsrooms can quickly deploy teams to cover events anywhere and upload content up to three times faster on cellular data networks and up 100-times faster than FTP over Wi-Fi connections to long-haul WANs. "There's no doubt that without Aspera the platform simply wouldn't be viable. It's SendtoNews' life support," Marc Hoelscher claimed. Not only has the scheme helped the RCMP eliminate news and event coverage costs by encouraging their reporters to carry iPhones and upload directly from the field, but it's also helping them take charge of the message that's being portrayed to the public. "Either you film your own operation or the public will do it for you from their own mobile cameras, with their own message," Tim Shields added, head of media relations for the British Columbia Royal Canadian Mounted Police (BC RCMP). In support of

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● Inspector Tim Shields
Head of Media Relations for RCMP

EXAMPLES:

the Vancouver 2010 Winter Olympics, SendtoNews delivered news stories for more than 1450 non-rights holders covering the games. Since the Olympics, SendtoNews has been deployed in hundreds of North American newsrooms, which are accepting content from a wide range of contributors, including non-profits, sports organizations and government media agencies.

Since early 2010, the British Columbia Royal Canadian Mounted Police (BC RCMP) has given broadcasters access to SendtoNews' cloud-based b2b relationship management platform to distribute video footage of incidents direct to newsrooms throughout the province. The proprietary-based software allows reporters to quickly and securely share their stories (including HD video, high-resolution images, audio files and text) directly with print, television, radio and online newsrooms. It helps the BC RCMP to strategically prevent crime, solve cases, help with recruitment and generate public buy-in. The scheme has led to many successes including solving a murder case: during the high-profile Kimberly Proctor murder case, footage of the suspect's arrest was used as a prop during interrogation, which ultimately led to a confession. "Using SendtoNews, we get our video into the hands of the media almost instantly and, more importantly, simultaneously. We have received extremely positive feedback from newsrooms using SendtoNews across Canada," said Inspector Tim Shields, Head of Media Relations for the RCMP. "This programme is all about building trust with the public by showing them what we do and why we do it. If the public don't trust us, we become less effective."

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