



Speeding media delivery to an international audience

AT A GLANCE

Industry

Media & Entertainment

Products

Aspera On Demand

Challenge

Receive large media files from content providers from around the world and support ad hoc downloads by internal admins with fast and reliable transfers.

Solution

Viki selected Aspera On Demand as the exclusive provider of high-performance transfers for all of their data-transfer needs.

Results

- Aspera reduces content turnaround time, so Viki can post translated videos for fans within an hour or two after the show airs or is uploaded to the site.
- Aspera provides ease-of-use, even for non-technical users, ensuring a positive experience for Viki administrators and content providers alike.

Viki is a global website that streams TV shows, movies, music videos and other premium content to fans around the world. Additionally, the website serves as the first and fastest online platform for real-time subtitling and sharing of video. The platform allows fans to translate videos into over 200 languages using Viki's proprietary subtitling technology, enabling thousands of fans around the world to collaborate in dozens of languages at once.

Viki and Aspera have partnered up to add high-speed file transfers to Viki's global TV service to achieve faster file ingestion. Content providers located around the world now utilize high-performance Aspera file transfers for fast and reliable upload of all premium video content, and the over 33 million viewers around the world who watch and share content on Viki each month now get access to fresh content faster than ever before.

CHALLENGE

Viki set out to transform the way users around the world can access international entertainment. By licensing content exclusively for countries outside of the country-of-origin, and empowering users to translate content into multiple languages, Viki has succeeded in removing both language and location barriers to popular entertainment.

To serve their growing user base with a diverse variety of new videos, Viki often receives premium content just before it's scheduled to air from providers located in every corner of the world. Viki was faced with the challenge of how to quickly ingest large video files - typically reaching 40 to 50 GB per file - from globally dispersed locations, and post content to the website as soon after air as possible. Viki sought a new transfer solution that could consistently achieve and maintain a high level of performance for every transfer over any distance.

SOLUTION

Viki evaluated several options from different transfer providers; however, the other solutions fell flat when it came to transfer speeds, reliability, and ease-of-use. Viki selected Aspera On Demand (AOD) as the exclusive file transfer mechanism for all video uploads to Viki's cloud-based storage on AWS S3. Additionally, AOD supports ad hoc downloads by the Viki operations team for quality control purposes.

AOD includes a full set of Aspera's high-speed transfer software for deployment in the cloud, providing native FASP transport capability that is deeply integrated with AWS object storage. The single web interface consolidates access and offers easy

BENEFITS

Fast transfers: With Aspera, content providers upload their large media files to Viki's AWS S3 site at maximum speed, regardless of file size, transfer distance or network conditions.

Reliability: Automatic resume for partial transfers and retry for failed transfers ensure media files are delivered dependably.

Strong security: Aspera's enterprise-grade security 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.

navigation across distributed files and folders. Powerful search capabilities make it easy for Viki administrators to locate the video files they need and quickly initiate a high-speed transfer to move files to, from, and across cloud infrastructure.

Plus, Aspera provides ease-of-use for content providers, even for non-technical users with limited training. Viki simply creates an Aspera account for each of the content partners and provides login credentials, and then providers are all set to contribute content via the Aspera Connect Web-browser Plug-in.

“Time is critical for us because our fans are waiting on their favorite shows to arrive on the website. Aspera saves us time, so fans can access premium content faster than ever before.”

 **Deepika Murthy**
Product Manager, Internal Tools & Partnerships,
Viki

After files are uploaded, Viki's operations team can optionally verify video quality by downloading the videos directly from cloud storage using a high-speed Aspera transfer. Viki then uses their proprietary in-house encoding servers on AWS EC2 to transcode videos into various formats, and the resulting video files are published to the website where they can be streamed and shared by millions of fans on any device.

RESULTS

With high-speed transfers from Aspera, Viki is able to receive and distribute content on a global scale. By reducing file upload times by as much as 50 percent, AOD has greatly decreased content turnaround time. Today Viki receives large video files from content providers around the world, completes processing and transcoding activities, and posts them to the website for fans to consume internationally, all within an hour or two from time of air.

“Time is critical for us because our fans are waiting on their favorite shows to arrive on the website. Aspera saves us time, so fans can access premium content faster than ever before,” said Deepika Murthy, Product Manager, Internal tools and Partnerships, Viki.

Advanced monitoring and reporting capabilities through Aspera Console provide administrators with complete visibility and control over the transfer environment, so they can monitor and adjust transfer volumes and speeds in real time.

Viki's innovative global website and state-of-the-art subtitling technology coupled with high-speed video ingest from Aspera together enable the millions of fans to connect and enjoy premium content in their own languages from anywhere around the world. And as Viki's fan base continues to expand, Aspera On Demand will scale alongside their growth.



ABOUT VIKI

Viki is a global TV site with TV shows, movies and other premium content, translated into more than 200 languages by a community of avid fans. With 33 million viewers each month and over 600 million words translated, Viki uniquely brings global prime-time entertainment to new audiences and unlocks new markets and revenue opportunities for content owners. Viki was named a World Economic Forum Technology Pioneer 2014 and acquired by Japanese internet services giant Rakuten in September 2013. The company has offices in San Francisco, Singapore, Seoul and Tokyo.

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