



## High-speed Distribution of Nollywood Films and TV Series Across the Cloud

### AT A GLANCE

#### Industry

Media & Entertainment

#### Products

Aspera Shares on Demand

#### Challenge

iROKO needed an efficient and reliable solution to share TV series and Nollywood movies reaching up to 100 GB each.

#### Solution

Aspera Shares on Demand provides fast, secure and reliable transfer of premium Nollywood content directly in and out of the Amazon Web Services (AWS) cloud storage over the WAN.

#### Results

- Fast and secure ingest of large video files reaching 50 - 100 GB each
- Volume of files transferred has increased to 6 - 9 TB of aggregated content per month.

iROKO is an online entertainment platform that has pioneered Video On Demand (VOD) and mobile app entertainment in Africa, by providing instant access to thousands of premium African films and TV shows to viewers around the world. With offices in Lagos, New York, and London, iROKO has become the leading online entertainment platform for Nollywood – the world’s second largest film industry in terms of output, producing approximately 2,000 movies in Nigeria every year.

Subscribers can access iROKO’s vast catalogue comprising movies and TV series from wherever they are in the world, whether they’re at home or on the go, via an internet-connected computer, tablet or mobile device.

iROKO uses Aspera to transport thousands of hours of film and television content between global operations teams for internal collaboration as well as to distribute the content to global business partners.

### CHALLENGE

Faced with hundreds of hours of premium Nollywood content produced in various formats on a daily basis, iROKO needed a solution to exchange large video files – up to 100 GB per film – efficiently and reliably between globally distributed teams and partners.

For iROKO, fast and reliable transfer was a key concern. The platform encountered several challenges with the huge volumes of data, high latency over the WAN and bandwidth availability in Africa, and set out to find a solid technology that could overcome these challenges to transport valuable content quickly and securely.

### SOLUTION

To leverage the value of joining the large community of Aspera users within the media and entertainment community, iROKO deployed Aspera Shares on Demand, a cloud-based solution powered by Aspera’s FASP™ high-speed file transfer technology. The usage-based solution allows iROKO to take advantage of the immense scalability of the cloud without the cost and hassle of maintaining onsite infrastructure.

*“Because of Aspera’s prevalence in the media and entertainment industry, it was the only solution we looked at.”*

 Dean Collins  
iROKO’s CTO

Aspera operates as the central ingest point for content uploaded in Nigeria, taking

## BENEFITS

### Fast transfers

With Aspera Shares on Demand, Iroko's global teams are able to upload and download large media files to the cloud at maximum speed, regardless of file size, transfer distance or network conditions.

### Reliability

Aspera provides reliable uploads and downloads from anywhere in the world, even in areas with poor connections and high latency over the WAN.

### 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 premium Nollywood content throughout the transfer process.

### Cloud-ready solution

Aspera Shares On Demand moves the Nollywood content across the cloud without requiring costly infrastructure implementations.

video files received from Nigerian filmmakers and moving them through multiple steps including QC and initial editing. High-resolution versions are then uploaded to iROKO's Amazon Web Services (AWS) cloud storage, where they can be accessed by different teams to perform encoding and transcoding. Finalized content is shared with different business partners and published online for a global audience.

Shares on Demand's user-friendly, consolidated web interface simplifies uploads and downloads for internal team members and business partners located around the world. An integrated email notification alerts authorized users as soon as content is successfully uploaded to the cloud, facilitating global collaboration between teams in Lagos, New York, and London.

Aspera's adaptive bandwidth control function allows multiple transfers with high efficiency without saturating the network. In the event of a transfer failure due to a dropped connection, Aspera software can automatically resume transfers from the point of interruption, saving time and avoiding the hassle of restarting transfers from the beginning.

Aspera Shares on Demand improves efficiency and speeds up the entire release process for Nollywood entertainment. At the same time, Aspera enables iROKO to control and manage user access and customer permissions to maintain security for their high-value content.

*"We can now move content from Nigeria to our teams and business partners in every corner of the world – something we couldn't do at this level of performance and security previously."*

 Dean Collins  
iROKO's CTO

## RESULTS

With high-speed Aspera transfers, iROKO can share the latest full resolution Nollywood movies and TV series faster and more efficiently than before. Today, iROKO moves up to 9 terabytes of video content per month using Aspera.

Aspera Shares on Demand enables the fast and secure ingest of large video files reaching 50 – 100 GB each from filmmakers in Nigeria into the cloud. The solution significantly reduces the time it takes to exchange content with global teams and make it accessible to a global audience.

"Because of Aspera's prevalence in the media and entertainment industry, it was the only solution we looked at," said Dean Collins, iROKO's CTO "We can now move content from Nigeria to our teams and business partners in every corner of the world – something we couldn't do at this level of performance and security previously."

# IROKO

## ABOUT IROKO

iROKO is the world's largest online distributor of Nollywood content and Africa's largest Internet TV operator. Launched in December 2010 as a YouTube channel, NollywoodLove, the company launched a dedicated movie platform on 1 December 2011. It also operates an English speaking platform [irokotv], a French speaking platform [iroko+] and multiple TV channels across the globe. The company has offices in Lagos, London, and New York.

## 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.