

Aspera Case Study **SendToNews Solution for Newsroom Content Delivery**

Rapid, predictable, mobile upload for content creators

SendtoNews provides a turnkey content acquisition and delivery system connecting content creators to all types of newsrooms – television and radio stations, print publications, online news web sites, etc. Mobile users simply capture and upload content directly to these newsrooms using Aspera’s fast and predictable Mobile Uploader combined with SendtoNews’ cloud-based content management and delivery platform.

Aspera software provides rapid mobile upload and on-time delivery of high-value content. The solution developed by SendtoNews is ideal for both content providers and newsrooms requiring predictable upload performance and control in support of breaking news, meeting deadlines, and one-to-many content distribution scenarios, where large file(s) must be distributed to multiple teams. The solution is network agnostic and ideal for use over congested or otherwise unreliable mobile networks.

Through SendtoNews, any user familiar with an Apple iPhone, iPad or web browser can 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 iOS, Aspera transport, and the Amazon cloud. Aspera’s platform software provides high-speed predictability and end-to-end control of uploads and file movement across SendtoNews’ newsroom management workflow. Media agencies simply subscribe to the service to collect newsworthy content through its turnkey content management system.

For example, in support of 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. What does each contributor share in common? They need to rapidly deliver field-acquired content directly to newsrooms.

Another high profile customer is Royal Canadian Mounted Police (RCMP). “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.

SendtoNews’ consolidated, cloud-hosted approach has also been used to virtually eliminate news and event coverage costs for newsrooms themselves. Instead of deploying video crews and satellite trucks, reporters (in this case, the content creators) carry a lightweight device such as an iPhone, and upload directly from the field using the Aspera Mobile Uploader or Aspera Connect clients. Now newsrooms can quickly deploy teams to cover events anywhere. All that’s required is a mobile network (3G, WiFi, or satellite) connection and device running an Aspera client.

Depending on the network, SendtoNews’ Aspera Mobile solution performs at speeds 2-to-3 times faster on cellular data networks and up 100-times faster than FTP over Wi-Fi connections to long-haul WANs. Aspera’s *asp* transport overcomes the high latency and packet loss associated with unreliable or long-distance mobile and land networks. Using Aspera’s adaptive rate control, SendtoNews can provide fine-grained control of upload speeds, depending on available bandwidth and news urgency. Urgent uploads can be prioritized higher than less critical material.



Aspera Mobile Solution for SendtoNews

Server Components

Aspera Connect Server

Aspera Connect Server provides a web-based file transfer framework which can be integrated into workflows and web sites. Built on patented *asp*™ technology, Aspera Connect Server delivers maximum transfer throughput over and distance any network conditions with end-to-end security and exceptional bandwidth control. Authorized users upload and download files and directories. The product fully supports use of freely distributable Aspera Connect and Aspera Mobile Upload clients, and integrated third-party clients.

Aspera On-Demand for Amazon Web Services (AWS)

Aspera On-Demand for AWS provides rapid and reliable import/export (upload/download) to and from AWS. Customers can fully utilize WAN bandwidth to use Amazon’s EC2 and S3 platforms. Aspera On-Demand for AWS will benefit any workflow cloud ingest and distribution of files within the AWS.

Client Components

Aspera Connect

Aspera Connect is an install-on-demand web browser plug-in that powers high-speed upload/download using Aspera Connect Server or the Aspera *asp* Server. Compatible with virtually all standard browsers and sporting a very light system footprint, Aspera Connect integrates all of Aspera’s high-performance transport technology in a small, easy-to-use package providing per-user rate control.

Aspera Mobile Uploader

Based on Aspera’s *asp*-AIR™ transport core, the Aspera Mobile Uploader lets you upload photos or videos from the media library on your iPhone or iPad, or directly from your iPhone’s camera to mobile-enabled Aspera servers (including Aspera On-Demand for Amazon Web Services). Free-of-charge and available from the Apple App Store, the Aspera Mobile Uploader is the ideal solution for mobile field gathering of still and video media, with immediate, rapid mobile wireless upload to Aspera servers.

Aspera SDK

Aspera’s high-performance *asp*™ transport technology can be embedded through Aspera’s software development kit featuring SOAP web services, Javascript APIs, and cross-platform libraries for Mac, Windows and Linux (Java, C++, C#, .NET). The SDK is available to developers via an annual development subscription that includes all available libraries, APIs and SOAP/web services, as well as development licenses and developer support.