



# High-speed content ingest and workflow automation

## AT A GLANCE

### Industry

Media and Entertainment

### Products

Aspera Client  
Aspera Point-to-Point  
Aspera Enterprise Server  
Aspera Console  
Aspera Orchestrator

### Challenges

High-speed transfer of digital assets with automated file-based workflows.

### Results

- Increase in transfer speed and reliability of digital content
- Budgeting of bandwidth usage based on network capacity
- Prioritization of transfers allowing faster delivery of the most urgent files
- Reduced operational costs with completely automated transfers and workflows
- Improved visibility into operations with advanced management and reporting

Cable, satellite and IPTV service provider FOXTEL is Australia's largest subscription television provider delivering content to over 1.63 million homes. The broadcaster strives to ensure that over six million viewers always find TV they want to watch through delivery of more than 200 channels covering news, sports, general entertainment, movies, documentaries, music and children's programming.

### CHALLENGE:

As the media and entertainment industry moved away from tape-based workflows, FOXTEL needed to control increasing costs associated with shipping physical tapes, and automate content ingest, management and reporting across their broadcast chain while improving employee productivity.

### SOLUTION:

After a comprehensive evaluation of available technologies and close collaboration with vendors, FOXTEL chose Aspera to deliver a solution comprised of several software modules including the Aspera Orchestrator workflow automation platform, as the core of its new contribution file delivery system. Aspera experts designed a cost-effective and

scalable workflow architecture that maximizes usage of network bandwidth and automates the entire digital content supply chain. A large group of content providers perform high-speed uploads of media assets to the

*“With superior file transfer technology and its dynamic and flexible Orchestrator workflow management platform that makes it simple to integrate third-party processing tools, Aspera was the clear choice for us.”*

● Adam Scott

Director Broadcast Operations at Foxtel Systems

new contribution system. All files first move through a virus scanner check to maintain integrity and safety of the entire FOXTEL network. If an intrusion is detected, the file is quarantined and a notification is sent to the administrator for further action. If the content is determined to be clean, programming is then routed, paired with metadata as required and cycled through the rest of the supply chain to separate and specific HD and SD storage destinations to await scheduled play out.

**BENEFITS**

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

**Extraordinary bandwidth control:** Provides precise prioritization and 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.

**Robust:** Automatically resumes partial transfers and retries failed transfers.

**Software only solution:** Uses standard, unmodified IP networking and is implemented in software as an application protocol. Requires no changes to the operating system and no new appliances.

**Advanced Reporting:** Visibility over all file transfer activity with comprehensive real-time notification, logging and advanced reporting.

**Automated Workflows:** Easy authoring of complex file-based workflows with a visual designer and a rich library of plug-ins for leading transcoding, quality control, virus scanning, ad insertion, and digital fingerprinting solutions.

**ABOUT FOXTEL**

FOXTEL is Australia’s leading subscription television provider and is connected to over 1.63 million subscribing households on cable and satellite through retail and wholesale distribution.

**RESULTS:**

The deployed system has been successful in reducing the burden on FOXTEL human resources thanks to its high-speed transfer and automation capabilities and allows for the budgeting of bandwidth usage based on network capacity. Transfers occur at maximum allocated bandwidth, while allowing FOXTEL to seamlessly prioritize and expedite the transfer and delivery of the most urgent files. The Aspera Console web based centralized management application powers automated transfers, and provides advanced reporting functionality which allows reports to be generated, organized, sorted and filtered by virtually any transfer attribute (paths, IPs, status, etc.), including custom categories and metadata assigned to transfers within the various Aspera applications. Report templates are scheduled through the system, run automatically and are delivered via email to the appropriate functional groups. This comprehensive reporting functionality was particularly important to FOXTEL management to address their billing requirements.

*“Virtually every major media and entertainment studio and broadcaster in the world uses Aspera, so it makes sending and receiving content routine”*

Adam Scott  
Director Broadcast Operations at Foxtel

Script	Node	Status	Last polled	Actions
Alert: IPGW mount monitor (/home/CFD/aspera/monitor_mount.sh /IPGW)	Reception Server	Volume /IPGW is mounted, but is not writable (3)	2011-12-21 10:00:50 UTC	Poll now, De-activate, Monitoring
Warning: AvidGateway mount monitor (/home/CFD/aspera/monitor_mount.sh /AvidGateway)	Reception Server	root	2011-12-21 09:49:00 UTC	Poll now, De-activate, Monitoring
Aging clean staged files on Relay server (/home/CFD/aspera/monitor_aging_files.sh /home/CFD/scanned 20 %*)	Relay Server	No files found older than 20 minutes under /home/CFD/scanned matching '*.*'	2011-12-21 09:57:17 UTC	Poll now, De-activate, Monitoring
Relay folder permissions (/home/CFD/aspera/monitor_permissions.sh /home/CFD/arrival 770 cfd directories)	Relay Server	All directories under /home/CFD/arrival have cfd ownership and 770 permissions	2011-12-21 08:15:50 UTC	Poll now, De-activate, Monitoring
Aging incoming file on Relay (/home/CFD/aspera/monitor_stable_aging_files.sh /home/CFD/arrival 30)	Relay Server	No files found older than 30 minutes under /home/CFD/arrival except .aspx and .partial	2011-12-21 09:54:28 UTC	Poll now, De-activate, Monitoring
Remove empty folders from arrival (/home/CFD/aspera/clean_aging_nulldir.sh /home/CFD/arrival/technicolor 6 2)	Relay Server	No empty directories idle for more than 6 minutes to clean up under /home/CFD/arrival/technicolor	2011-12-21 10:01:45 UTC	Poll now, De-activate, Monitoring
Remove empty folders from scanned (/home/CFD/aspera/clean_aging_nulldir.sh /home/CFD/scanned/technicolor 10 2)	Relay Server	Removed empty directories under /home/CFD/scanned/technicolor idle for 10 minutes: /home/CFD/scanned/technicolor/PRODUCTION/american pickers_ep28_whats in the box_16x9_xdcam_50L_conformed_8db_avid_sd_25_2ch /home/CFD/scanned/technicolor/PRODUCTION/american pickers_ep30_too hot to handle_16x9_xdcam_50L_conformed_8db_avid_sd_25_2ch	2011-12-21 10:00:03 UTC	Poll now, De-activate, Monitoring

Last refreshed at: 2011-12-21T21:01:52+11:00



**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 *fast*™ 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. More than 1,300 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](http://www.asperasoft.com)