

## Viaplay chooses Aspera to accelerate ingest of files for its streaming service

Written by Australian Business

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AMSTERDAM--( [BUSINESS WIRE](#) )--Booth 7.K30 IBC2013—Aspera, Inc. ( <http://www.asperasoft.com/> ), the creators of next-generation software technologies that move the world's large data at maximum speed, today announced that Viaplay ( <http://viaplay.se/> ), Scandinavia's leading online service for TV, film and sport, has selected Aspera Console and Aspera Connect Server software to provide next-generation file transfer for the ingest of its inbound files.

Viaplay is part of the international entertainment broadcasting group, Modern Times Group. The service provides its subscribers with thousands of movies, TV series and world-class sports events - such as the Premier League, Champions League and NHL. It enables access to programming everywhere and at any time via PC, smartphones, tablets, smart TVs and set-top boxes.

Viaplay receives master files from vendors around the world - these are ingested and transcoded for all its platforms before delivery. With huge volumes of data being handled on a continuous basis and via multiple internet connected devices, the company needed to implement a solution that could effectively and reliably deliver the content to CDNs.

Kaj af Kleen CTO at Viaplay said: 'Before implementing the Aspera solution, we relied on a traditional FTP to transfer files. But as the quantity and size of content increased, this became a more cumbersome and ineffective approach. The Aspera solution has provided us with improved speed and reliability, and has effectively eliminated file loss issues which caused headaches in the past.'

Bruce Brewer, European sales director at Aspera, said: 'We are delighted to be working with Viaplay to ensure good quality content reaches its audience whenever and wherever they choose to view it. The combination of Aspera Console and Aspera Connect provides the necessary speed, reliability and efficiency required to deliver files safely and securely through an automated workflow.'

About Aspera

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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. Over 2000 organizations across a variety of industries on six continents rely on Aspera software for the business-critical transport of their digital assets. Please visit [www.asperasoft.com](http://www.asperasoft.com) and follow us on Twitter @asperasoft for more information.

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