

Industry  
Media, Events, & Publishing



Size  
1000–2000



Most concerned  
Digital Asset Management



Moderately concerned  
User Management

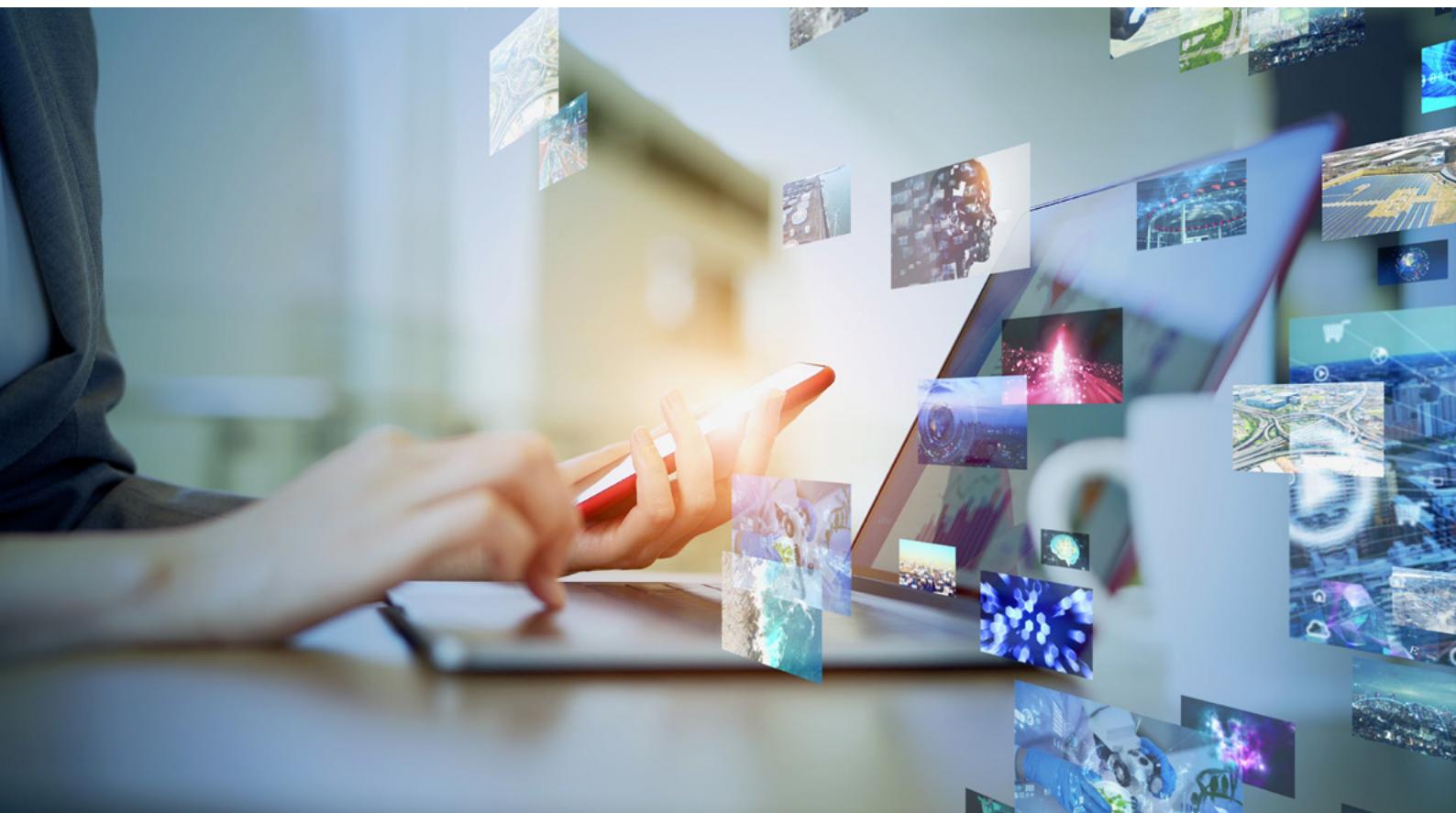
## Challenge

Ascential Events (Europe) Ltd. is responsible for services such as [LoveTheWork.com](http://LoveTheWork.com) and global events such as Cannes Lions Advertising Festival, Eurobest, and Dubai Lynx. Millions of digital media assets – images, videos and documents – are produced and consumed during events and after the event through websites and mobile apps. These digital media assets must be managed effectively and must be made available through workflows for event managers and participants in order for the business to meet and exceed its revenue projections.

Ascential approached FileSpin to service its Digital Asset Management (DAM) needs with a clear vision of what they needed from a DAM provider:

- Digital Media acquisition via multiple websites, devices and mobile apps
- Scalable cloud infrastructure that can scale-up or scale-down based on demand
- Global service with ability to satisfy local privacy laws such as content storage and processing in a specific geography
- Image/video processing for watermarks and custom processing requirements such as for PhotoID cards, poster printing
- Global Content Distribution Network
- Asset Metadata management to manage custom data associated with each asset

Ascential also required a DAM provider that would support and optimise their internal workflows – specifically one that supports all internal Media workflows and fine-grained user and access management.



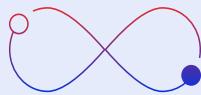
## Solutions deployed for customer

The solutions deployed by FileSpin provided a secure and robust DAM that met Ascential's site and event demands so that users never gave a thought to the underlying tech.

This was achieved by using the following services:



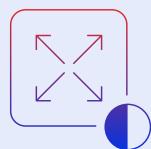
File Uploads



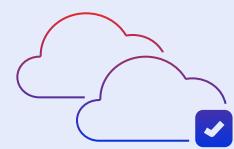
Content Delivery



Video Transcoding



Dynamic Image Transformations



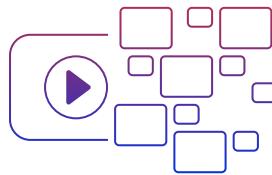
Integrations & Add-ons



## File Uploads via Web Widget and API

By integrating just one line of JavaScript into the event sites, website users were provided with a simple file picker for intuitive uploads of files.

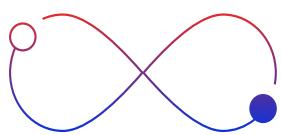
The file picker also provided secure transport of files in transit (HTTPS). Files were stored in Ascential's own Amazon S3 Cloud storage, allowing them to manage asset security policies and regulatory compliance.



## Video transcoding, including HTTP Live streaming and Storyboarding

With video assets being uploaded in large volumes and various formats for the creative communications industry events, there was also a need to transform these assets for various uses. Ascential utilised FileSpin's API to transcode video assets to support events and subsequent delivery of curated content across multiple sites and mobile apps.

In addition Ascential also used FileSpin's HLS video transformation to suit the user's bandwidth and device. HLS video provides reliable streaming to the end-user by automatically increasing or decreasing the stream quality to suit the user's network bandwidth.

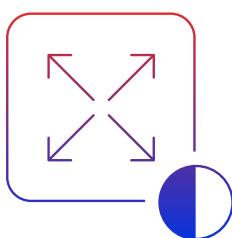


## Content Delivery

Ascential took advantage of FileSpin's content delivery network (CDN) to ensure fast, low-latency asset delivery. This CDN applies several strategies to guarantee that the user experience is seamless; this includes:

- Edge-cache support for reduced latency
- Cache management (pre-fetch and purge)
- Support for on-the-fly optimised image transformations such as WEBP format to speed-up page loads

The Ascential Web Content team uses Video storyboards to view and select the best image to use as a thumbnail for a video. The video is then distributed to sites such as Canneslions.com, Lovethework.com, etc., applying the selected thumbnail for public consumption. The entire process of generating storyboards, selection and distribution is automated using the FileSpin API integration with Ascential's internal workflow systems.



## Dynamic Image Transformations

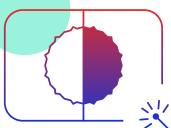
With large volumes of image assets being uploaded for events, these assets needed to be accessible from a variety of platforms. To support this at speed, rather than pre-creating copies of each image to accommodate responsive requirements, Ascential utilised FileSpin's dynamic resizing service.

## Integrations & Add-ons



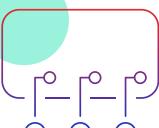
### Auto-tagging for Image & Video (ML-based)

Auto-tagging add-on analyses images and videos and automatically tags them with descriptive keywords. With this add-on, Ascential is able to provide end users of websites and apps the ability to intuitively search for images and videos using keywords such as “paris” to find all media related to Paris city.



### Web-based Image Editor

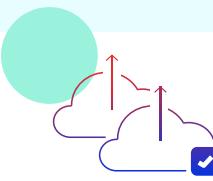
The browser-based add-on provides users powerful image editing capabilities within the asset upload interface. Users can crop, rotate, apply various filters and even add emojis to images before uploading into FileSpin DAM. This add-on can also be deployed within external websites to provide users image editing options.



### Custom Image exports for Social Media & Print workflow

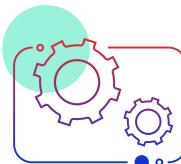
Ascential made extensive use of custom workflows created specifically for their use cases to:

- Provide users the ability to share images and video clips to social media such as Facebook and Twitter
- Provide internal users the ability to process images to generate print quality images for printing



### Bulk Uploader

Bulk uploader is a stand-alone application used by the Ascential Events team to upload large volumes of assets including 2+ GB videos from locations during events (such as Cannes Lions Advertising Festival) that may have slow or spotty internet connection. The Bulk Uploader is a smart uploader that will intelligently manage uploads and complete uploads reliably. This ensured that Ascential internal video workflows progressed according to schedule (such as transcode, review, and distribution to public-facing websites).



### API Integrations

FileSpin global platform provides a robust and comprehensive API layer available 24/7 with enterprise SLA. Ascential IT team has created a number of integrations over the years using FileSpin API. Some of the integrations are:

- Asset Metadata API integrations to manage metadata updates from multiple applications
- API-based media uploads from mobile apps
- Robust on-demand content delivery scaling using CDN pre-caching and purging API
- Secure invoice downloads
- On-demand Image and Video processing such as HD and HLS videos
- and many more

# Outcome

With FileSpin DAM's support, Ascential is able to:

- robustly manage millions of media assets uploaded from more than 80 countries for global events
- enable a great user experience for paying customers at flagship services such as [LoveTheWork.com](http://LoveTheWork.com)

The effects are felt not only for specific events and websites but potentially into the future – as users may be put off returning following the frustration of failure. The predictable, robust user experience made for a far more effective business model.

## 99% Uptime

Greater than 99% Uptime over the past 9 years contributing to excellent ROI.

## Reduced training time

No additional time spent on on-boarding internal users who use FileSpin platform including developers.

## Increased user engagement

Greatly increased user engagement using fine-tuned image and video delivery.

## On-demand scaling

Much reduced IT costs due to FileSpin's ability to scale on-demand for peak-loads.

Unlike previous solutions (which had all failed under peak-load), FileSpin's DAM seamlessly supported the exponential growth of assets. Ascential's internal media managers and event participants enjoy a seamless experience capable of scaling to unpredictable workloads

FileSpin works exceedingly well for us in managing all our digital assets – handling image and video capture from our global users, media storage for all our websites, asset metadata management, image and video processing and CDN delivery of millions of images and videos across our mobile apps and global websites such as [LoveTheWork.com](http://LoveTheWork.com). We have integrated FileSpin into a number of our internal systems, and it has always been easy, requiring minimal development. I should mention their amazing customer support, which has never let us down.



*Mark Stemman, Technology Director, Ascential Events, United Kingdom*



80+  
countries



7m  
assets



>99%  
uptime

## Did you Know?

Did you know that FileSpin was selected as the chosen vendor for Ascential following a round of user acceptance tests?

Selecting a vendor is no small challenge, especially when the service they provide is mission-critical. It is not the SLA that determines whether a massive event goes off successfully on the day, after all, it is the performance of the product and service.

Ascential commissioned Deloitte UK to select a solution provider. Deloitte opened up a

global user trial to test the leading products on the market. End-users from across the world uploaded images, video, and documents using the competing solutions. These users rated their experience against criteria such as:

- Ease of use
- Issues Faced
- Transfer speeds

FileSpin consistently outperformed the competition and have served Ascential as their chosen DAM vendor ever since.

[Click here to book a consultation](#)

*FileSpin helps manage images/videos, deliver dynamically-resized images and videos via superfast Cloud CDN.*

