



CASE STUDY

THE TRAVEL CHANNEL

COMPANY

- The Travel Channel

INDUSTRY

- Media & Broadcast

CHALLENGES

- Slow transfer speeds when using FTP for file transfers
- Incomplete transfers and corrupted files
- Lack of asset management and tracking difficulties

PRODUCTS

- FileCatalyst Direct

RESULTS

- Full optimization of their 10 Gbps link
- Increased transfer speeds
- Enhanced user experience

“FileCatalyst sinks its teeth into the line and ensures the file gets to where it needs to go; on time, every time. Instead of taking days to receive a file, we could have it within the hour, or even within minutes.”

~ Matthew Westrup, Head of Operations at Scripps Networks Interactive

PROFILE

Launched in 1987, The Travel Channel is the world's leading travel media brand delivering stories of human journeys and travel destinations to nearly 130 countries across Europe, the Middle East, Africa, and the Asia-Pacific. As part of the Scripps Networks Interactive family, The Travel Channel shares a vast amount of content with its audiences on a daily basis, generating approximately 500 hours of content per year.

CHALLENGE

Originally, The Travel Channel used an FTP application to transfer all of their digital content. The Travel Channel realized several issues that increased their need for a better file transfer solution to handle their complex workflows. One critical challenge associated with the FTP tool was slow data transfer speeds, especially when moving digital content. File transfers were lengthy, taking many hours, and sometimes days, for the file to successfully transfer. Incomplete transfers and corrupted files were other unintended consequences of the FTP application. Lastly, the FTP application didn't allow for the proper asset management of media files, making it difficult to keep track of files and their delivery status.

SOLUTION

With the assistance of FileCatalyst's partner Playbox Technology, FileCatalyst Direct and the FileCatalyst HotFolder client application was integrated into The Travel Channel's existing media asset management tool. From installation to configuration, the process was a quick, simple and had no downtime. PlayBox Technology Broadcast Systems Sales & Technical Director, Ananth Sam commented, "It's been a great experience for us to work closely with the FileCatalyst team. Starting from 45 Mbps growing up to a 622 Mbps bandwidth license, FileCatalyst was a perfect solution for The Travel Channel's file-based content delivery workflow."

RESULTS

The deployment of FileCatalyst Direct and FileCatalyst HotFolder made for an improved and simplified workflow at The Travel Channel. An immediate improvement was noticed in data transfer rates. As Matthew Westrup, Head of Operations at Scripps Networks Interactive noted, "FileCatalyst sinks its teeth into the line to ensure the file gets to where it needs to go; on time, every time. Instead of taking days to receive a file, we could have it within the hour, or even within minutes." FileCatalyst Direct's progressive transfer feature also provided time savings, allowing The Travel Channel to start sending content as it was simultaneously being written to disk.

Corrupt and incomplete transfers became a thing of the past since FileCatalyst's acceleration technology ensured reliable and complete deliveries for every transfer. Lastly, the deployment of FileCatalyst HotFolder provided features that allow administrators to easily manage The Travel Channel's media assets, including robust reporting and notifications. Bandwidth usage can now be controlled via FileCatalyst Direct, ensuring that The Travel Channel's finite bandwidth was optimized when delivering digital content.