

## CASE STUDY (Cybersecurity)

# Flowers TV

## Profile

Flowers TV is a 24-hour Malayalam general entertainment television channel from Insight Media City, an international media campus headquartered at Kochi, Kerala, India. The channel has been on the air since 12 April 2015 and holds the broadcast rights to the North American Film Awards. Apprehending the taste of the real television viewers in Kerala, Flowers TV has catered a visual feast on screen. With a fresh look and feel and a wide variety of programs, Flowers TV has grabbed the minds of the Malayali audience across the globe with the launch of a second channel, Flowers International, in a 10 month period.

## Challenge

Flowers TV was looking for an accelerated file transfer solution to deploy at their their new playout facility, Horizon Teleports, located in Moosburg Germany. Originally, Flowers TV used traditional FTP-based software and performed manual file transfers. Transferring huge HD files from Kerala to Germany took a very long time to complete when using conventional TCP/IP methods, and as the RTT increased the bandwidth reduced to such an extent that the files wouldn't reach the destination successfully. They needed a solution that was advanced, simple, reliable, secure and provided constant output (even when latency is present). Flowers TV also needed automation and scheduling features included with their new solution. In addition to these features, they were looking into the ability to transfer live content and growing files to their counterparts.

## Solution

After reviewing the available solutions, Flowers TV decided to use FileCatalyst to overcome the issues they faced. They installed the FileCatalyst Direct software suite, with FileCatalyst Server as the main application (installed in Germany on a 500 Mbps link) and FileCatalyst HotFolder (installed at Kerala on a 100 Mbps link) to provide client-side automation capabilities. They also use FileCatalyst Express to perform manual transfers between the two sites.

## Results

Flowers TV has been very happy with the performance and acceleration provided by FileCatalyst. Over a 100 Mbps link, Flowers TV has been able to get consistent upload speeds of 92.5 Mbps using the FileCatalyst HotFolder, and speeds of 95.2

## AT-A-GLANCE



Company  
Industry

**Flowers TV**  
**Broadcasting**

## CHALLENGES

- Slow file transfer and delivery speeds
- Unreliable file transfers and deliveries across the WAN

## PRODUCTS

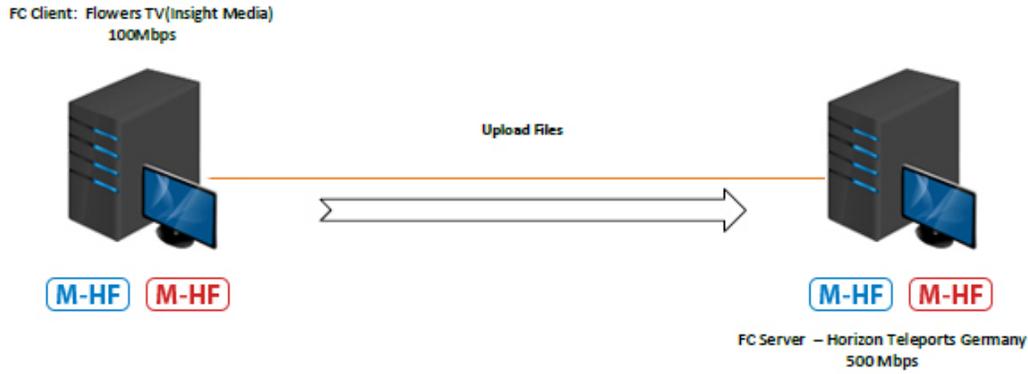
- FileCatalyst Direct
- FileCatalyst Express
- FileCatalyst HotFolder

## RESULTS

- Full Utilization of their 100 Mbps link
- Increased reliability and guaranteed delivery for every transfer
- FileCatalyst HotFolder allowed for automated transfer tasks

Mbps when using the FileCatalyst Express client. Flowers TV is now getting a constant and reliable speed of 92 Mbps for every transfer, helping them get content to their playout facility in Germany at unprecedented speeds, regardless of latency, packet loss and RTT.

### Workflow



- FC Server Location: Germany (500 Mbps)
- Client Location: Kerala (100 Mbps)
- Client Software: FileCatalyst Hotfolder and FileCatalyst Express
- Server License : FileCatalyst Direct with FileCatalyst Hotfolder for a 100 Mbps link.

