

# Success Story - Adstream

Quasar – Native Cloud File QC Service

August 2019

# adstream

## The World's largest Ad Services Network

- Delivers over 2 million TV ads every year
- Used by 9,000+ brands, covering more than 60% of the top global agencies and 70% of the top global brands
- 100,000+ Customers worldwide

## Adstream deploys Quasar QC Service for its worldwide Ad delivery Network



**Quasar – Native Cloud File QC**

QC made easy for Cloud workflows

- Dynamic Scaling
- Multi Cloud Support – AWS & Azure
- Pay-Per-Use Service
- SaaS or Private edition option

### Results so far

**99.99%**

Uptime

Capacity to  
process over

**10K**

Assets daily



Low Cost Of  
Ownership



Easy to Scale  
Globally



Exceptional  
Tech Support

## KEY CHALLENGE

Key challenge for Adstream was to solve a need for a fully featured, highly scalable, region agnostic, automated file-based QC system.

## Adstream

Founded: 2001

Employees: 501- 1000

Headquarters: London

Website: [www.adstream.com](http://www.adstream.com)

Clients: 6000+ Agencies

Global Presence: Across 125 countries

## Adstream's QC requirements

### Unique Features

QC for commercials requires regionally unique considerations when compared to film or programme content, especially around track layouts, audio and PSE testing

### 24/7 Availability

The chosen system had to be available 24/7 and located geographically near to where Adstream clients are uploading files from

### Scalability

Had to be able to scale to meet the sessional peaks in advertising

### Reliability & Availability

With no reliance on regional data centres or on-premise hardware, the required solution had to be cloud native and be available in all AWS regions, including China

### Security/Privacy

Due to security and client privacy considerations, analysis had to be performed in place and assets could not leave Adstream's AWS VPCs. Other solutions requiring files being sent to 3rd party providers for QC weren't an option

### RESTful API

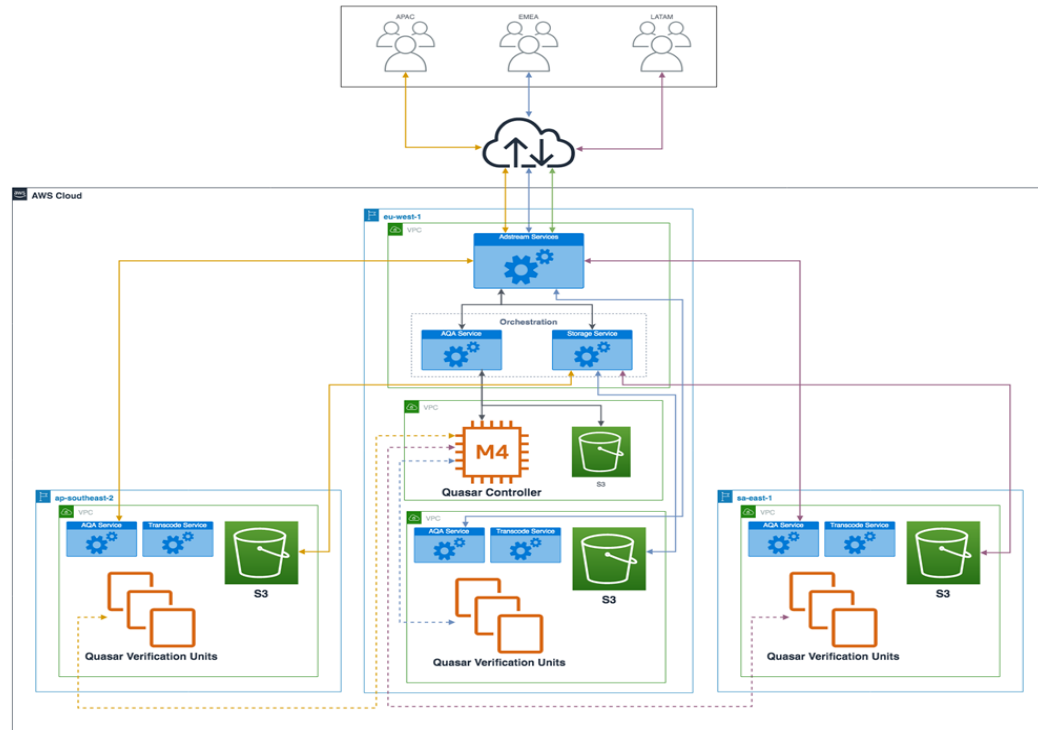
As the QC solution was to form part of a larger and completely automated QC system, a fully Restful API was required.

## Quasar at Adstream

- Integrated with Adstream's media asset management system using REST API
- Forms core of Adstream's Ad delivery platform
- Used by all Adstream offices worldwide
- Now processing thousands of assets daily
- Runs under Adstream's AWS VPC
- Multi lingual reporting for different regions

## Solution at a Glance

After assessing other file-based QC, Adstream found that Quasar was the correct solution for them. It seemed to fit the bill in terms of technical and scalability. Combined that with Venera's superior technical support, it turned out to be an optimum package.



***"Product support and aftercare from Venera has been exceptional. In addition to supporting our specific needs, they ensured almost zero downtime even during product upgrades"***

**- Michael Moorfield, Global Broadcast Services Manager at Adstream**



## Benefits

"The Quasar Private Edition allows us to control where in our tightly controlled VPC the processing is performed and how aggressively we allow the QC to scale."

**Complete Control**

"The timeline from purchase order to live deployment was measured in days."

**Quick Go Live**

"It was very quick to configure, deploy and integrate in the larger Adstream QC, ingest and delivery workflows."

**Easy Configuration**

"This project included a resilient deployment in our China region despite the challenges presented by the market."

**Regional Deployment**

"Quasar system automatically scales to match the volume of incoming media thereby allowing us to process a large number of assets in parallel and almost instantly. Its region-specific scaling also keeps latency to a minimum."

**Auto Scaling**

"Tiered usage-based pricing allows us to pay for what we use. We were able to easily modify our plan as our requirements changed and our volume grew. This has allowed for great business flexibility."

**Usage based Flexible Plans**

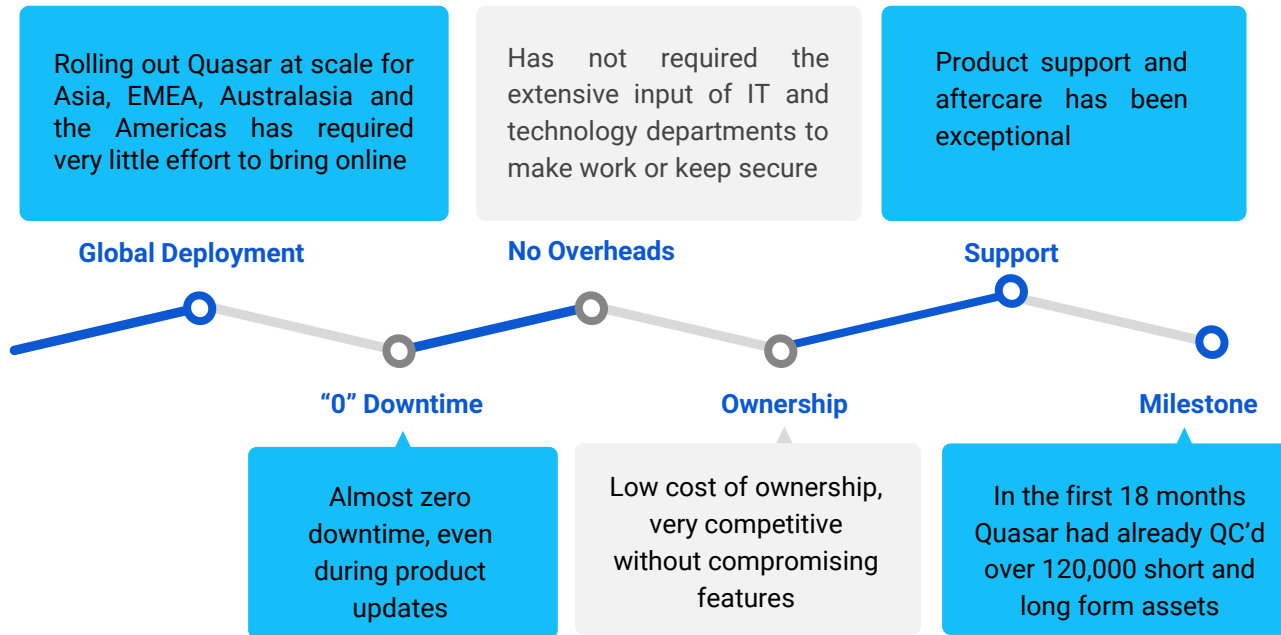
*"After assessing other file-based QC systems, we found that Quasar was the correct solution for Adstream and solved the challenges of finding a single QC solution which included features required to offer the ability to QC commercial content against unique regional needs at the volume required to service a global market"*

- Michael Lee, Global Operations Director at Adstream



## Results

*"Processed Over 120,000 Assets with Quasar in first 18 Months of Use"*



## Quasar Supported on



Get in Touch!

[www.veneratech.com](http://www.veneratech.com)  
[sales@veneratech.com](mailto:sales@veneratech.com)  
Tel: 831-293-3333

Get your free Quasar Demo  
[Now!](#)

## About Venera Technologies

Since 2003, Venera Technologies has specialized in video Test & Measurement solutions. Its file based Automated QC solutions - Pulsar (for on premise) and Quasar (for cloud) - are used worldwide by leading media organizations.

## Our Esteemed Clients



NBCUniversal



Panasonic

