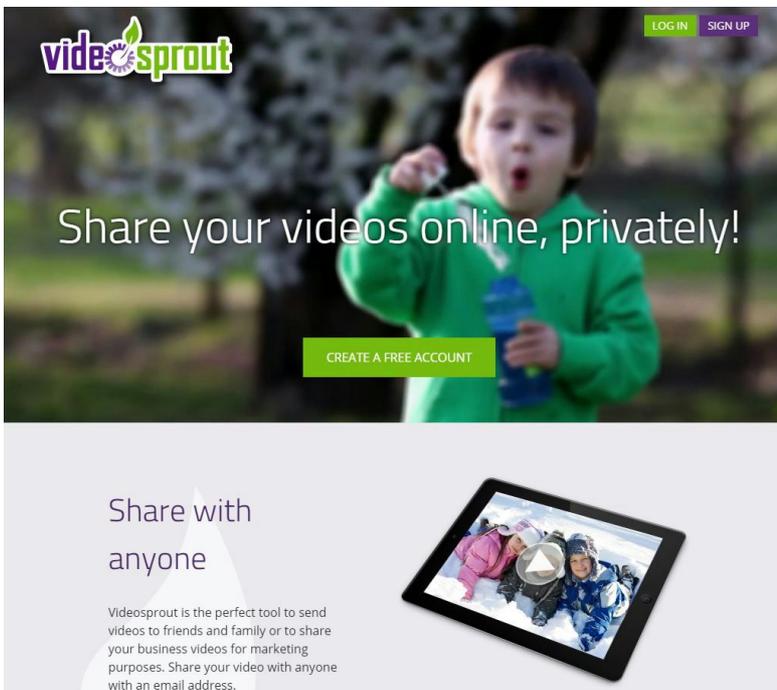


Video sharing made simple. 10Duke's File+ API helps VideoSprout to transcode over 1000 user uploaded videos per day

VideoSprout is a simple online video sharing tool that helps people share their videos privately. When it started to experience a rapid growth in traffic, VideoSprout turned to the 10Duke File+ API to help it manage its transcoding jobs and thumbnail generation.

The Challenge

› To make it able to support user video uploads from a variety of device types in a scalable manner



The Specific Problem

The VideoSprout service accepts video upload from users, but with the increasing number of devices that can capture video, along with the corresponding number of video container formats, VideoSprout needed a more scalable solution in order to allow it to accept user uploads and then convert/transcode those videos into other formats that would allow sharing to web browsers, iOS devices and Android devices.



Industry

Online Media

Challenge

To improve scalability in video transcoding and support playout to iOS devices

Solution components



Delivery timeframe

3 days

Coverage

Worldwide, 50,000 subscribers

Key stats

- › 45% increase in videos shared
- › 30% increase in monthly subscribers

Website

www.videosprout.com

Deliver more.



<http://www.10duke.com>

The Solution

VideoSprout chose to integrate the 10Duke File+ API as it was able to not only cope with large-scale transcoding tasks, but the same API would be used to generate thumbnail images from uploaded videos and be deployed in a private cloud environment.

By contrast, using AWS would have required integrations with three different AWS APIs, leading to a longer implementation time and higher ongoing maintenance costs.

Implementation Method

Integration between the VideoSprout application and File+ was conducted by 10Duke's integration team, on behalf of VideoSprout.

The integrations took 3 man days to complete, including testing and deployment.

Deployment Model

The 10Duke File+ API was served from 10Duke's cloud on a pay-as-you-grow, SaaS basis for VideoSprout.

Result

With the integration of File+, VideoSprout was immediately able to support a major new feature released to its 50,000 subscribers, namely support for sharing to iOS device.

This in turn led to a substantial increase in both sharing rate and new subscribers.

- > 45% increase in video sharing
- > 30% increase in monthly subscribers
- > 3 day implementation time

“ **File+ immediately provided VideoSprout with the ability to share user videos to iOS devices as well as providing better scalability for our overall video transcoding workload. As a SaaS service, we were able to tap into File+ quickly and only pay for what we need as our service continues to grow.** ”

Daniel Baker, Head of Product, VideoSprout



Easily upload & stream

- Upload almost any video file type.
- Stream videos instantly online, no download needed.
- Send your video to iPads, iPhones, Android devices and web browsers.

Share Privately

Only the people you share with will see the video. They'll get a unique URL which can then be shared via email, SMS, or any other distribution method.

About 10Duke

10Duke provides a set of composable services, delivered as RESTful APIs, that cover capabilities such as Single Sign-On, federated identity management, content paywalls and metering, identity-based licensing, and cloud-based file management and conversion. 10Duke APIs have been used to create award-winning online applications for customers such as Rovio (Angry Birds), the Association of Tennis Professionals (ATP), the BBC, Trimble, Unilever, Arsenal Football Club, and Maserati.

Deliver more.



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