Adstream processes over 120,000 assets through Venera's Quasar native cloud-based QC in the first 18 months of usage

Case study shows Adstream's ability to process thousands of assets daily on Cloud through Quasar across all of its facilities worldwide

BURBANK, CA — August, 27, 2019 — Venera Technologies is pleased to announce the completion of a case study where it shows that Adstream, the world's largest Ad Services Network, using Venera's Quasar native cloud-based QC, has processed over 120,000 assets throughout all of its worldwide facilities, in the first 18 months of operation. And they are now processing thousands of assets daily through the system.

Adstream delivers over 2 million TV ads every year. It is used by over 9,000 brands, covering more than 60% of the top global agencies and 70% of the top global brands. It has over 100,000 customers worldwide, with facilities spanning the globe and presence in over 125 countries.

The key challenge for Adstream was to solve a need for a cloud-based, fully featured, highly scalable, region agnostic, automated file-based QC system. Quasar, the first native cloud-based QC system that was built from ground up to take full advantage of the cloud infrastructure, met those requirements, providing Adstream with the reliability, 24x7 availability, security and high scalability it was looking for.

"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", said Michael Lee, Global Operations Director at Adstream.

Venera worked closely with the Adstream Global Broadcast Services team to deploy Quasar at scale for Asia, EMEA, Australasia, and the Americas, with very little effort to bring it online. Quasar instances are dynamically spun up geographically near to where the Adstream clients are uploading their files, allowing for efficient and cost-effective processing of the assets.

More…

"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", said Michael Moorfield, Global Broadcast Services Manager at Adstream.

"We appreciate the close relationship with the Adstream team and the trust they have shown in our solution. We are pleased to showcase the unique capabilities of Quasar to provide the type of scalability, throughput, reliability and security that can be expected from a native cloud-based solution, to solve real world large-scale content processing challenges such as those presented to us by Adstream. And we look forward to and are prepared to meet Adstream's needs for years to come", said Vikas Singhal, CEO of Venera Technologies.

Quasar is a native cloud-based video quality control (QC) service from Venera Technologies that provides end-to-end video/audio quality assurance and comprehensive QC. Additional capabilities include compliance checks, support for IMF/DCP packages, HDR (10/10+/Dolby Vision), and Audio language identification. With support of all Adaptive Bit Rate formats and broadcast/archiving formats, Quasar is ready for wide range of content workflows. With its OPEX usage-based pricing model, Quasar allows the businesses to align their investment with business growth.

You can read the full case study [here](#).

About Venera Technologies
Venera Technologies provides cutting-edge solutions to the digital media industry. Since its inception in 2003, the company has continually delivered innovative video analysis products tailored to the evolving requirements of its customers and the industry. Venera's flagship offerings, the **Pulsar™** automated file-based QC solution for on-premise deployment, along with **Quasar™**, the cloud-based QC solution, improve the operational efficiency of file-based workflows by automating content QC processes. Ensuring consistent content quality throughout the workflow either on premise or in the cloud, Pulsar and Quasar are the QC tools preferred by some of the largest media companies worldwide.

For more information visit www.veneratech.com.

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