

Accelerating the Media and Entertainment Supply Chain

Secure, Efficient, and High-Speed Data Movement for Modern Media and Entertainment Workflows.

The media and entertainment industry is producing, distributing, and monetizing more digital content than ever before. Streaming platforms, broadcasters, film studios, sports organizations, and production companies must manage growing volumes of high-resolution video and audio, visual effects assets, live event content, AI-generated media, and digital archives.

At the same time, content production has become increasingly distributed. Production teams, editorial groups, visual effects vendors, cloud rendering environments, distribution partners, and archives often span multiple locations, regions, and cloud platforms. Media organizations rely on interconnected workflows and orchestration tools to move content through production, post-production, rendering, review, approval, distribution, and archive processes. The ability to move large datasets quickly and reliably between these systems has become essential to keeping projects on schedule and delivering content to market.

As content volumes grow and workflows become more distributed, content movement has become a critical component of the media and entertainment supply chain. Organizations need a way to move large datasets quickly, securely, and efficiently while protecting valuable intellectual property, preventing loss, reducing operational complexity, and enabling collaboration across distributed environments.

The Four Requirements for Modern Media Data Movement

As media workflows become increasingly distributed, organizations need a data movement solution that can address four critical requirements: security, simplicity, scale, and speed.

Security and Governance

For media organizations, content is intellectual property. Unreleased films, sports broadcasts, promotional assets, and creative content must remain protected as they move across production teams, cloud environments, and external partners, with appropriate security, governance, visibility, and control throughout the media supply chain.

Simplicity

Today's media supply chain spans production locations, post-production facilities, cloud platforms, distribution partners, and archives. Managing these workflows with multiple tools and manual processes increases complexity, reduces visibility, and creates unnecessary operational overhead. Organizations increasingly prefer solutions that simplify both operations and procurement, including services that can be consumed through cloud marketplaces and leveraged against existing cloud commitments.

Scale

Modern productions generate massive datasets that can range from terabytes to petabytes in size. From feature films and live events to digital archives and AI training datasets, organizations need a solution capable of handling enterprise-scale workloads without creating operational bottlenecks.

Speed

Content production is deadline driven. Production teams, editors, VFX artists, animators, and distribution partners depend on timely access to media assets to keep projects moving. As content sizes continue to increase, traditional file transfer methods often struggle to keep pace, extending project timelines and delaying content delivery.

Why Traditional Approaches Fall Short

Traditional file transfer tools were not designed for today's distributed media supply chains. As content volumes grow from terabytes to petabytes and workflows span production locations, cloud platforms, distribution partners, and archives, organizations often encounter performance bottlenecks, operational complexity, security challenges, and rising costs.

What begins as a simple file transfer process can quickly evolve into a collection of scripts, tools, and manual workflows that are difficult to scale and manage. Transfer delays slow production schedules, fragmented security controls increase risk, and inefficient data movement drives unnecessary infrastructure and network costs.

To support modern media workflows, organizations need a data movement platform that delivers enterprise-scale performance, security, visibility, and operational simplicity.

Riverbed Data Express

Riverbed Data Express is a secure, efficient, high-speed, SaaS-based data movement platform designed to help media and entertainment organizations move large datasets quickly and efficiently across cloud, data center, and hybrid environments.

Built to address the core requirements of modern media workflows, Data Express protects content with enterprise-grade security and Post-Quantum Cryptography (PQC), simplifies operations through centralized visibility, automation, and management, and delivers transfer speeds up to 10x faster than traditional approaches while supporting movement of up to 1 PB of data per day.

By eliminating data movement bottlenecks, Data Express helps organizations accelerate production workflows, support cloud and AI initiatives, protect valuable intellectual property, and bring content to market faster.

Accelerating Modern Media Workflows

Riverbed Data Express accelerates critical workflows across the media supply chain, from moving daily footage between production and post-production teams to enabling collaboration among globally distributed editors, artists, animators, and VFX specialists.

Data Express is purpose-built for the realities of modern media workflows, where large files must move quickly across distributed teams, cloud services, and partner ecosystems without adding security risk or operational burden. Built on the award-winning Riverbed SteelHead technology and supporting open-source orchestration tools such as Apache Airflow, Data Express accelerates video and media file transfers using optimized TCP transport, secure TLS communications, post-quantum cryptographic protection, and Scalable Data Referencing (SDR).

Even when media files are already compressed and offer limited opportunities for further data reduction, Data Express can securely improve transfer performance by mitigating the effects of network latency, packet loss, and transport protocol overhead, while maximizing throughput consistency and available bandwidth utilization. This helps media organizations move large content libraries, production assets, video archives, backup datasets, and AI data lakes more efficiently across cloud, data center, and edge environments.

Data Express further reduces transferred bytes by eliminating redundant data across transfers with Scalable Data Referencing where recurring media assets or repeated content exist. Security is further strengthened through post-quantum cryptography, which uses algorithms designed to protect against emerging threats from future quantum computers, helping organizations prepare for a quantum-safe future while securely moving valuable media assets and intellectual property.

With the recently introduced Apache Airflow Data Express connector, organizations can integrate high-speed data movement directly into automated media workflows and data pipelines. This enables content ingest, archive synchronization, transcoding workflows, AI/ML data preparation, backup operations, and multi-cloud media distribution to be orchestrated as part of end-to-end workflows, reducing operational complexity while ensuring data is moved efficiently, securely, and at scale.

Organizations can efficiently transfer assets into and out of cloud rendering environments, accelerate content delivery to broadcasters and streaming platforms, modernize archives by moving digital assets to cloud-based repositories, and support AI-powered initiatives such as content tagging, search, localization, recommendation engines, and media intelligence.

By ensuring content is available wherever it is needed, Data Express helps media organizations increase operational efficiency, accelerate project timelines, and maximize the value of their digital assets.

Move Content at the Speed of Creativity

As content volumes grow and workflows become increasingly distributed, data movement has become a critical component of the media supply chain. Riverbed Data Express helps organizations eliminate bottlenecks, accelerate collaboration, protect valuable intellectual property, and bring content to market faster. Learn more about Riverbed Data Express at riverbed.com/products/data-express/.



About Riverbed

Riverbed, the leader in AIOps for observability, helps organizations optimize their user's experiences by leveraging AI automation for the prevention, identification, and resolution of IT issues. With over 20 years of experience in data collection and AI and machine learning, Riverbed's open and AI-powered observability platform and solutions optimize digital experiences and greatly improves IT efficiency. Riverbed also offers industry-leading Acceleration solutions that provide fast, agile, secure acceleration of any app, over any network, to users anywhere. Together with our thousands of market-leading customers globally – including 95% of the FORTUNE 100 – we are empowering next-generation digital experiences. Learn more at riverbed.com.