

**At a Glance****COMPANY:** Radio Netherlands Worldwide**FOUNDED:** 1947**HEADQUARTERS:** Hilversum, Netherlands**AUDIENCE:** International Public**INDUSTRY:** Media & Entertainment**WEBSITE:** www.rnl.nl**SERVICES:** International Broadcaster**CDNetworks SERVICES:** Content Acceleration, Dynamic Web Acceleration**Key Results**

Improved website availability worldwide

Reduced the number of server time-outs by 90%

Improved download speeds

Dramatically improved ability to handle unexpected peak traffic

Ability to stream live web video events

Radio Netherlands Worldwide Improves Service Quality by 90% in Emerging Markets

“We aim to provide independent information to countries with an information deficit, and CDNetworks is the only partner that can provide us with this unique type of global reach.”

Jeroen Keulemans, Internet Distribution Project Manager,
Radio Netherlands Worldwide

Radio Netherlands Worldwide (RNW) is a government-funded company, providing news, background and cultural information to millions of people throughout the world via radio, television and the Internet. This is done from a Dutch-European perspective, in ten different languages, worldwide, 24/7. Located in Hilversum, Radio Netherlands Worldwide employs about 350 people and is one of the top five international broadcasters alongside the BBC, Voice of America, Radio France Internationale and Deutsche Welle.

Background

Radio Netherlands Worldwide (RNW) has a mission to provide independent information to countries with an information deficit. With this at the forefront of every business decision, Radio Netherlands Worldwide aims to ensure that people have access to information, news and background via shortwave transmission through its 3000 worldwide media partners, such as FM radio stations, regional and local websites and its own Internet website, wherever they are in the world.

Over the past couple of years, the number of hours aired by short wave has decreased substantially and this trend will continue in 2012 and beyond. The broadcasters' distribution mix is therefore shifting towards Internet distribution and in line with its core mission; it was looking to implement a reliable, fast, powerful and high-performing Internet news service to reach these challenging markets and emerging countries.

Challenge: the Need for Speed

“One of our core aims is to provide independent information to countries with an information deficit,” explains Jeroen Keulemans, Internet Distribution Project Manager at Radio Netherlands Worldwide. “The Internet is the ideal way to distribute this information. However, our existing Internet solution just did not have the speed or capacity to reach our principal target audiences – Asia, South America and Africa.”



Key Objectives

By 2010, Radio Netherlands Worldwide was actively looking to grow the Internet broadcasting side of the business, improve website performance and enable more video and audio rollout to these markets.

According to Jeroen, “We recognised the need to improve the performance of our Internet service, and implementing a content delivery network was the ideal solution to help us achieve this goal.”

FOCUS ON CHALLENGING MARKETS

The broadcaster initially evaluated five Content Delivery Network (CDN) service providers and quickly shortlisted two of them, including CDNetworks.

“We found that most CDN service providers focus on North America and Western Europe,” explains Jeroen. “Radio Netherlands Worldwide delivers news to non-Western cultures in far-reaching places often with a poor Internet infrastructure, such as the Congo, Rwanda, Burundi and Bolivia. Only 30 percent of the world’s population actually has Internet, and in line with our corporate mission statement, we’re focusing mainly on the other 70 percent, so we really needed an international player with a focus on our key emerging markets. After much searching, we concluded that CDNetworks was the only partner who could provide us with the unique type of global reach we required. Combining this with

“With a focus on emerging markets with limited Internet technology, the delivery service provided by CDNetworks is paramount to supporting our core mission.”

the company’s personal approach and real interest in supporting the business growth of Radio Netherlands, CDNetworks was the perfect partner.”

The Solution: A Progression from Content to Application Acceleration

Radio Netherlands Worldwide implemented the Content Acceleration solution from CDNetworks in July 2010 – taking only a few weeks to go live and impressive results were instant.

“As a government-funded, not-for-profit business we do not offer any type of Internet advertising, so we cannot measure our results in terms of dollars,” explains Jeroen. “However, the availability of our websites worldwide has improved dramatically. The number of server time-outs is now 10 percent of what it was before we started to work with CDNetworks. Also, the server load has substantially decreased and we can now handle unexpected peak and Slashdot traffic really well,” continues Jeroen. By reducing server timeouts by 90 percent Radio Netherlands has vastly improved its website performance and increased uptime in these challenging markets with limited Internet technology.

August 2011 saw the rollout of CDNetworks Dynamic Web Acceleration solution, an on-demand web application acceleration service, which enables Radio Netherlands to deliver dynamic content to users around the world, quickly, reliably and cost effectively. As a result, its applications perform without delay and



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dynamically generated content will appear instantly. Continues Jeroen: "For the first time, we also hosted a live video event this month that was not possible before we started working with CDNetworks. Transferred data on that day increased by 800 percent without any problems. With this success, we will be looking to host more of these events on a regular basis."

Conclusion

"In 2010 we have had 12.3 million unique visitors to the Radio Netherlands Worldwide website and we are expecting substantial growth of about 25 percent and more in the coming years," concludes Jeroen. "With a focus on emerging markets with limited Internet technology, the delivery service provided by CDNetworks is paramount to supporting our core mission."

About Radio Netherlands Worldwide

Radio Netherlands Worldwide provides news, background and cultural information to millions of people throughout the world via radio, television and the internet. This is done from a Dutch-European perspective, in ten languages. Radio Netherlands Worldwide is one of the top five international broadcasters alongside the BBC, Voice of America, Radio France Internationale and Deutsche Welle. For more information, please visit: <http://www.rnw.nl/>

About CDNetworks

CDNetworks enables mission critical e-business in the world's most challenging markets. CDNetworks' unique position as the only multinational CDN with expertise and infrastructure in China, and other emerging markets, makes us a trusted technology and business advisor to more than 1,200 companies across the highly-competitive industries of software, travel, eCommerce, high tech, manufacturing, media, and gaming. Reliably delivering over-the-top performance anywhere in the world, CDNetworks helps businesses get closer to their end users without the limitations of hardware and private networks. Founded in 2000, CDNetworks has offices in the U.S., Korea, China, Europe, and Japan. For more information, please visit: www.cdnetworks.com

