

Media Acceleration Live/VoD

Data Sheet

Introduction

With the rapid growth of the VoD where viewers can stream or download content from either a traditional TV package or an online source is creating extensive growth opportunities. Further, snowballing demand for tailored viewing of digital content through mobile platforms is anticipated to fuel demand. Escalating demand for VoD programming including long and short term content is another major factor driving market growth significantly. Hence although the traditional Pay TV still overcome the revenue of VoD, the gap between them is shrinking. In another aspect, more and more OTT platforms also provide the HTTP live linear service, it is a major factor driving market growth significantly in the future for HTTP live streaming services.

Media Acceleration Live/VoD

CDNetworks Media Acceleration delivers high quality traditional live broadcast (one broadcaster and many viewers) and video on demand anywhere and any devices for viewers. Media acceleration pulls video contents directly from customer's origin server or CDNetworks Cloud Storage in both traditional live broadcast and VoD use cases. Our IP multicast technology supports TCP-based client transmission and helps reduce traffic congestion and broadcasting cost without compromising video stream performance.

How It Works

Developed independently by CDNetworks and on the basis of CDN2.0 acceleration platform that consists of all network nodes deployed all around the globe, Media Acceleration locates users' HTTP and HTTPS visits of video or audio contents to their optimal nodes with the load balance system to avoid network congestion and accelerate users' visits, improving service quality and reducing pressure on the origin. The powerful cloud storage and transcoding platform as well as the customized player provide users with one-stop service, with which users do not need to invest much.



Key Features and Benefits

| Feature | Description | Benefit |
|--------------------------------------|---|---|
| NGB Scheduling | "New Global Balancer" scheduling, use real IP of users to judge the location. | Get the best edge pop and best service quality. |
| Anti-hotlinking | Support all the mainly anti-hotlinking methods such as black/white list, referrer, cookies, UA, time stamp and back to origin authentication. | Implement access control, reduce bandwidth and save cost. |
| Transcoding & transmuxing | Cloud transcoding & transmuxing for bit rate/ container/resolution. ABR (Adaptive bit rate) is also supported. | Help customers adapt to various users' devices types and network situation |
| LBHD | "Lower bandwidth, higher definition". We help users dynamically reduce the bit rate through AI. | Users can get the most suitable bit rate for different video content. |
| Video file processing | The processing like clip, trim, splicing for the audio/video file. | Easy to edit the video clip especially in UGC scenario. |
| Screenshot | Make screenshots for the video content and store the images. | Customers can use the images as the covers of the video content or for the illegal content identification. It can also be used for thumbnail preview. |

About CDNetworks

CDNetworks is a global content delivery network (CDN) with fully integrated Cloud Security DDoS protection and web application firewall. Our mission is to transform the Internet into a secure, reliable, scalable, and high-performing Application Delivery Network. CDNetworks accelerates more than 40,000 websites and cloud services over a network of 200 global PoPs in established and emerging markets including China and Russia. We have been serving enterprise customers for 15 years across industries such as gaming, finance, e-commerce, high tech, manufacturing, and media. CDNetworks offices are located in the U.S., UK, South Korea, China, Japan, and Singapore. For more information, please visit: www.cdnetworks.com.