MEDIANOVA

Empowering **OTT** Platforms
with **Private CDN** solutions

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Ensuring performance and making money are two of the biggest challenges that OTT platforms have.

Gartner, January 2018

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Problem

Legacy CDNs
are good **but...**

**Owned infrastructures
are getting old**

Thousands of servers were
once assets, are now liabilities.

**New SSL
technologies can not
be used**

on the legacy hardware

**Not ready for the
"Software Defined"
Agile World**

**Not flexible,
Hard to work with**

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What if

you had a technology partner who can empower you with an Agile CDN layer on top of the latest hardware, **geo-targeting** your users, and proven performance based on 3rd party analytics?

Solution

Next Generation
G'local Agile Content Delivery
For Your Target Markets

* G'local = Global, but Regionally, i.e your target, focused

** Agile   = Software Defined Content Delivery, targeting your users using latest hardware available

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How do we do it?

Patent-pending container based virtual platform (PCT/TR2018/050599)
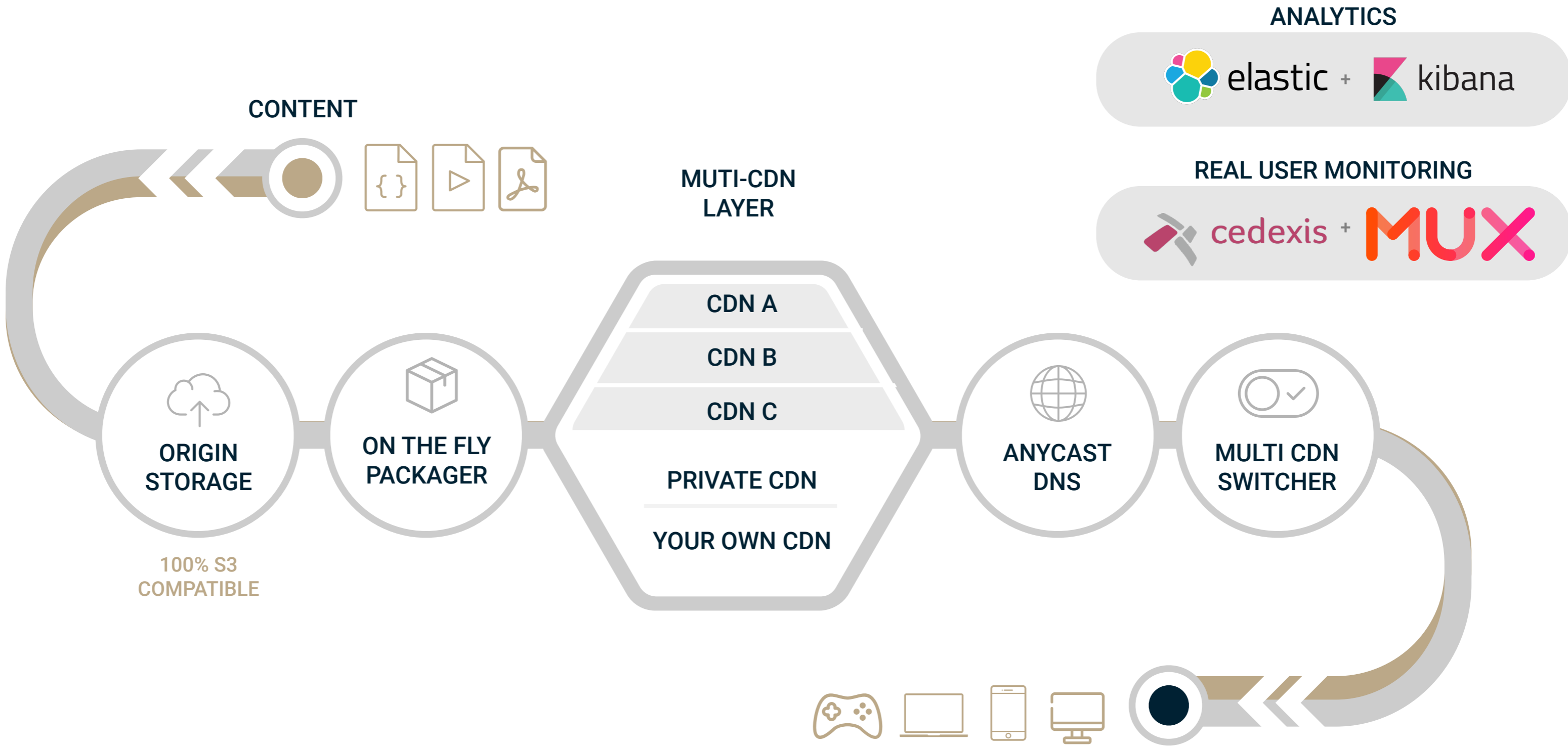
Use of global data centers providing CDN grade servers

Open new POPs where needed, within 48 hours, based on users' geo-location
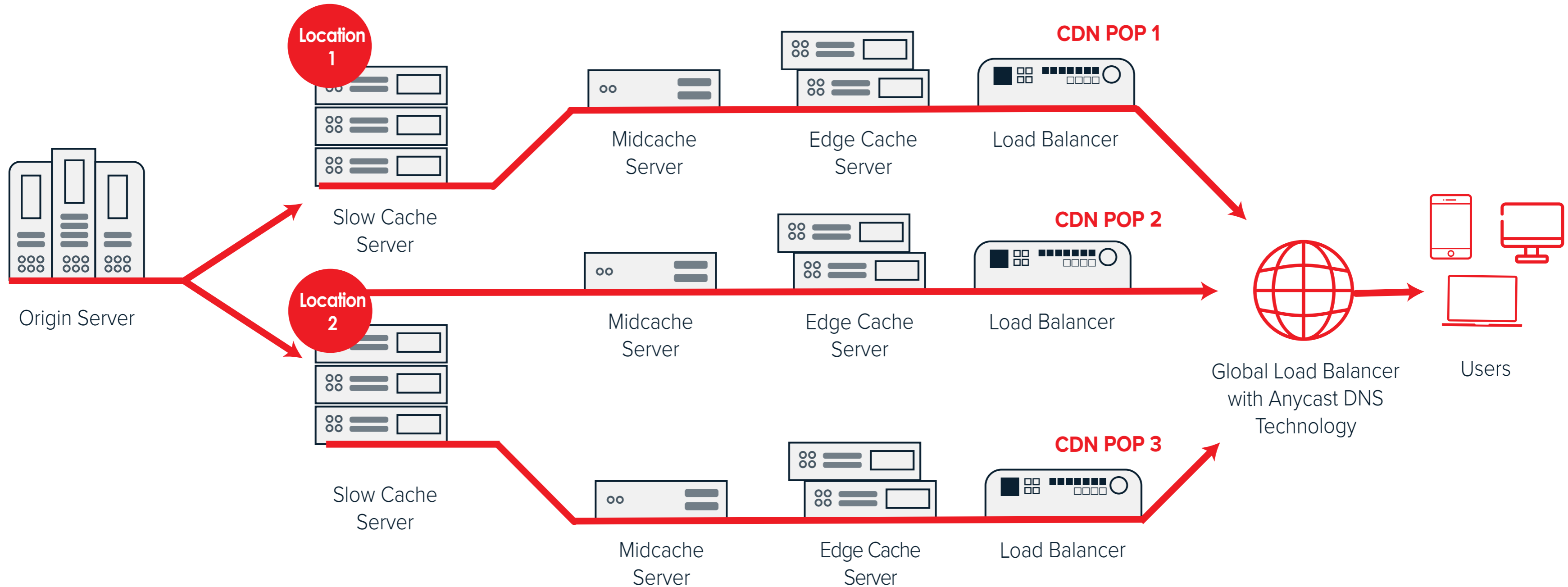
Cloud CDN or Private Dedicated CDN when needed

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End-to-End Video Streaming Workflow

Private CDN Topology

Key Features

- Product development with **Agile** methodology
- Agile CDN based on **Container server platform** (Patent-pending Technology) to support multi-roles in a single server.
- **Hardware Independent,** Supports **physical, cloud and container-based server platforms**
- Content caching in **different layers**; from slow, middle(midcache) to hot (edge) according to their using trends
    - **Slow Cache:** High caching capacity, ideal for longtail content
    - **Mid Cache:** Between origin or slow caches depends on topology to provide origin shield
    - **Edge Cache:** Caching capadity on edges

- Support for **Multi – CDN and Hybrid CDN** integration
- Multi-tenant support: **infinite number of zones/tenant/account**
- Support for **Multiple Routing** types **like BGP, MaxMind, Pre-Defined IP-Subnets**
- **Flexible and feature-rich API** management
- Support for **Redundancy on different layers :**
    - **Anycast DNS** for geographical redundancy
    - **DNS load balancing** for multi location redundancy
    - **Load balancing** for server redundancy
    - **Origin & Cache** layer redundancy

- **Dedicated Technical Account Management** over **Slack, Email & Phone**
- **24/7 Premium Support**
- Real User Monitoring with **Cedexis, Mux** or preferred solution
- Real time analytics with **Elacticsearch & Kibana**

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Customer Success Stories

STARZPLAY

STARZ PLAY is a subscription video on demand (SVOD) service that streams thousands of blockbuster Hollywood movies, TV shows, documentaries, kid's entertainment and same-day-as-the-US series

Leading OTT Player with 1M+ Subscribers ⬢

Full HD and 4K Premium Content ⬢

Active in 25 Countries ⬢

Challenge

The challenge was to cache 25,000 titles, their 20 different codecs and bitrates as close as possible to the end users to make sure video start times were faster and 4K high-resolution quality on all devices were buffer-free.

A Multi-CDN strategy was already implemented but Cloud CDNs were causing a problem with their high cost based on traffic, lack of available cache space at the edge, inadequate customization for 600+ unique devices, and below-average below-average 4K performance.

Results

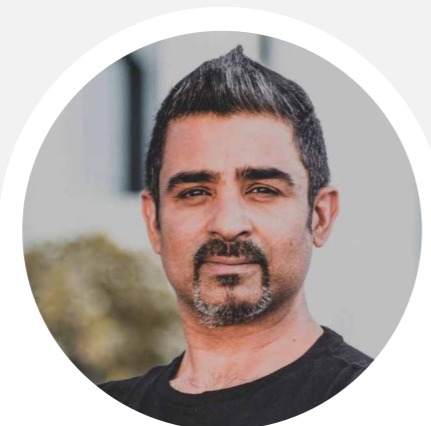Medianova integrated Managed Private CDN nodes in Dubai, Marseille and Beirut to enhance StarzPlay's user experience by 38% in target countries. The error rate significantly dropped to almost zero per 10.000 requests thanks to deep log analytics. Thanks to dedicated hardware, StarzPlay has been able to stream at 52% higher quality without buffering. Hit ratio increased from 30% to 72%.

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Testimonial

Saleem Bhatti

CTO at Starz Play

"We always deliver the highest standards for our demanding subscribers and Medianova helped us execute a successful migration to the Private CDN platform. We then achieved an increase in streaming quality while saving in CDN costs. On top of that, with the help of Medianova's engineering team, we were able to lower the error rate to almost zero for every 10,000 streaming requests and we are now more confident to make deals with operators and expand our reach. Medianova is agile and flexible in both its technology and support".

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Customer Success Stories

blutv

BluTV is Turkey's leading subscription video-on-demand service and the number one online platform for Turkish TV series in the Middle East, North Africa, and Latin America. Founded in 2015 by Dogan Group, Turkey's largest media group, BluTV strives to provide the world's best movies and TV series to Turkish viewers and to make Turkish TV series available in the Arabic and Spanish speaking countries.

Biggest S-VOD ⬡

Produced 10 + ⬡

Has Reached Out 4 Million Users Since 2015 ⬡

More Than 3 Million Hours of Content Consumed Per Month ⬡

Challenge

BluTV was initially using a different cloud CDN to be able to keep up with its website traffic, to handle peak usage without any performance loss, and to enhance its bandwidth capacity in Turkey. However, as the End-User Experience Score was usually below average according to MUX, it was high time that Blu TV made some crucial changes.

Results

BluTV was able to clearly discern the difference in the End-User Experience Score which increased by 20% within hours of implementation. Additionally, the viewing time doubled, resulting in more views in a longer period of time.

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Testimonial

Huseyin Yurtseven

CTO at BluTV

"The transition from our previous CDN provider to Medianova was very fruitful for BluTV. On the one hand, with its container-based Agile CDN and Edge Cache™ technology, Medianova was able to cache all content at the last mile and to provide the best delivery platform. On the other hand, our team states that the dedicated support and constant follow-up from Medianova positively impact the overall work process, which helps us keep our subscribers satisfied and engaged."

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Customer Success Stories

DLive is the world's first and largest streaming platform on Blockchain. It is a decentralized live streaming and video community that's built on the Lino Blockchain.

DLive utilizes Blockchain to incentivize both content creators and viewers in on-platform cryptocurrency Lino Points.

In order to face some performance challenges, DLive decided to work with Medianova. The details of this collaboration are brought to you in this Use Case.

Challenge

Given the great number of publishers going live on the platform, the first concern of D-live was to deliver its live content with lower TTFB (Time To First Byte) and buffer ratio.

The platform relies heavily on live video streaming and Video Start Time constituted another challenge for Dlive.

When users click on a stream, they expect the live video to start playing immediately without delays or buffering. Overall, Dlive's last and main challenge was to enhance its brand image with availability and eventually a good end-user experience.

Results

In less than one month, Dlive was witnessing 2,5 times faster TTFB and 80% higher average video bitrate. Similarly, publishers' ping times to Dlive's origin by proxy servers on Medianova Cloud was enhanced by 50%.

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Testimonial

Liang Tian

**Head o f Infrastructure
at Lino Network**

"In order to keep up with the pace at which Dlive is operating, we had to lower our TTFB and Video Start Time and to find an easy to integrate Live Streaming Content Delivery Solution. Luckily, Medianova was a perfect fit with its memory-based Live Streaming service, its regional hosting service and its consistent technical support through Slack.
The results were demonstrated in less than a month and we couldn't be more satisfied with this collaboration"

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Upcoming Projects For 2020 Q2

mbc

MBC is the largest private free-to-air satellite broadcasting company in the Middle East & North Africa regions.

MBC signed a long-term contract with Medianova regarding getting a **private CDN solution in Dubai which has peerings with leading ISPs in the MENA.**

Aiming to enhance end-user streaming experiences by serving content from local ISPs and reduce MBC's CDN costs.

LIONSGATE

Lionsgate is a global content platform whose films, television series, digital products and linear and over-the-top platforms reach next generation audiences.

Starzplay provides the end to end OTT services for Lionsgate OTT Project in India as a technology partner of Lionsgate.

Medianova will be the part of **Lionsgate OTT Project in India as a CDN service provider.**

leaseweb

Leaseweb is leading global hosting company which offers a variety of services like hosting, CDN and cloud security.

Medianova will be a part of **Leaseweb's Multi CDN offering to enhance Leaseweb's CDN performance.**

bluTV

BluTV is Turkey's leading subscription video-on-demand service and the number one online platform for Turkish TV shows in the Middle East, North Africa, and Latin America.
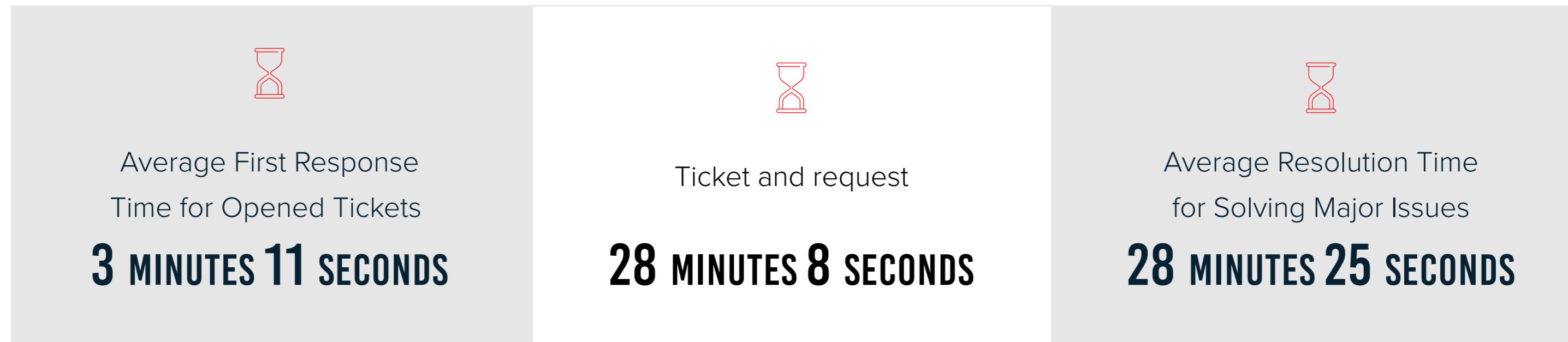
Medianova will provide **the end-to-end workflow of Blu TV live streaming services for 50 channels including downlink, transcoding, ndvr, streaming and monitoring services.**

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Support & Monitoring Services

- 24/7 NOC & Support Service

- Monitoring with 5000+ Active Sensors with PRTG

- Slack Channel with Project Team

- Performance Monitoring with 3rd party tools like **Cedexis, Catchpoint, Mux & Nice People at Works**

- Standardizing customer services with **ISO 9001 (Quality Management), ISO 10002 (Customer Satisfaction Management), ISO 27001 (Information Security) certificates**

Support Stats:

Medianova support team is ready 24/7 to troubleshoot all the problems and technical issues.
Based on the type of tickets opened during 2018, average SLA time for them are as shown below:

Average First Response Time for Opened Tickets	Ticket and request	Average Resolution Time for Solving Major Issues
3 MINUTES **11** SECONDS	**28** MINUTES **8** SECONDS	**28** MINUTES **25** SECONDS

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Company

Medianova Overview

- Leading CDN in EMEA

- In the streaming business since 2005

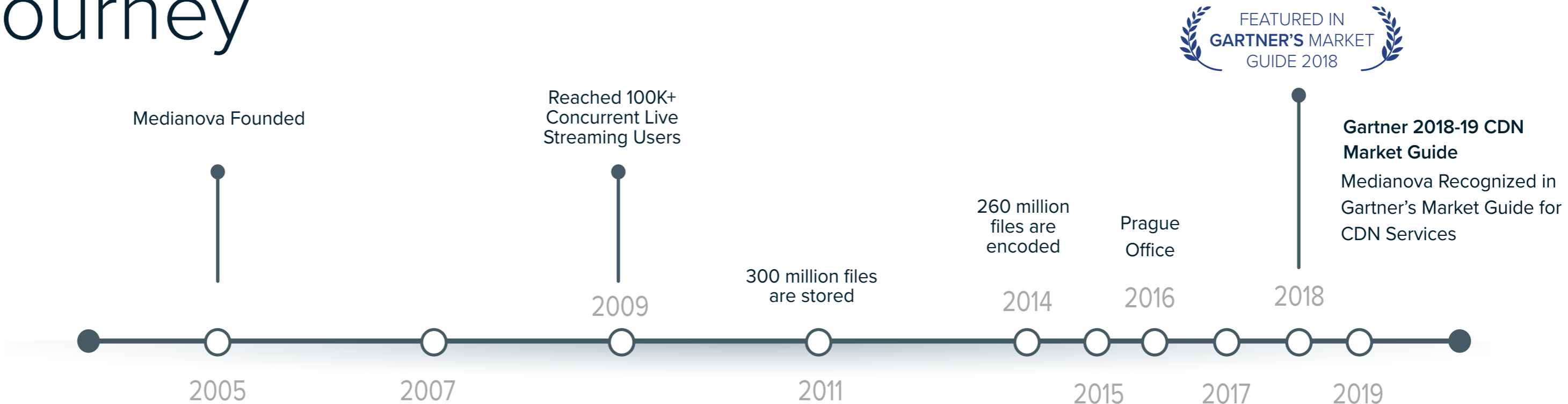- About 600+ Customers, Operators, Media Companies, OTTs, Government, SMEs

Winner - Fastest Growing Tech Firm in Turkey
    by Deloitte Fast50 2011 –2012 –2013 –2014 -2015

Winner - Fastest Growing Telecom Firm in EMEA
    by Deloitte EMEA Fast500 2011 –2012

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Our Journey

FEATURED IN
GARTNER'S MARKET
GUIDE 2018

Medianova Founded

Reached 100K+
Concurrent Live
Streaming Users

**Gartner 2018-19 CDN
Market Guide**
Medianova Recognized in
Gartner's Market Guide for
CDN Services

260 million
files are
encoded

Prague
Office

300 million files
are stored

2009

2014   2016   2018

2005   2007   2011   2015   2017   2019

US Company
Established

15 years old company
with experience

600+ Customers

24/7 Support

3 minutes first response time

Worldwide
Football and Horse
Racing Streaming

Deloitte.

Technology Fast500
EMEA Winner 2011, 2012

Technology Fast 50
Turkey winner 2011,
2012,2013, 2014 2015

EuroCloud
TRUSTED DIGITAL COMPETENCE PLATFORM

Medianova has been award-
ed second place in 2014 &
2015 "Cloud Storage Ser-
vices" by Eurocloud as "Best
IaaS/Paas Service".

FEATURED IN
GARTNER'S MARKET
GUIDE 2019

ISO 9001
20001
10002

Medianova is
certified by ISO
Standards!

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Thank You