

CenturyLink® CDN Mesh Delivery for video on-demand platforms

Scale to growing audiences in a cost-effective manner

Viewers, increasingly mobile, multi-screen and geographically dispersed are now more demanding with viewing habits such as binge watching and the adoption of data-intensive formats like 4K. Meanwhile, video on-demand (VOD) broadcasters face scaling challenges as revenue per viewer struggles to keep pace with viewer appetites.

CenturyLink® CDN Mesh Delivery helps VOD platforms increase delivery capacity and video quality in a cost-effective manner.

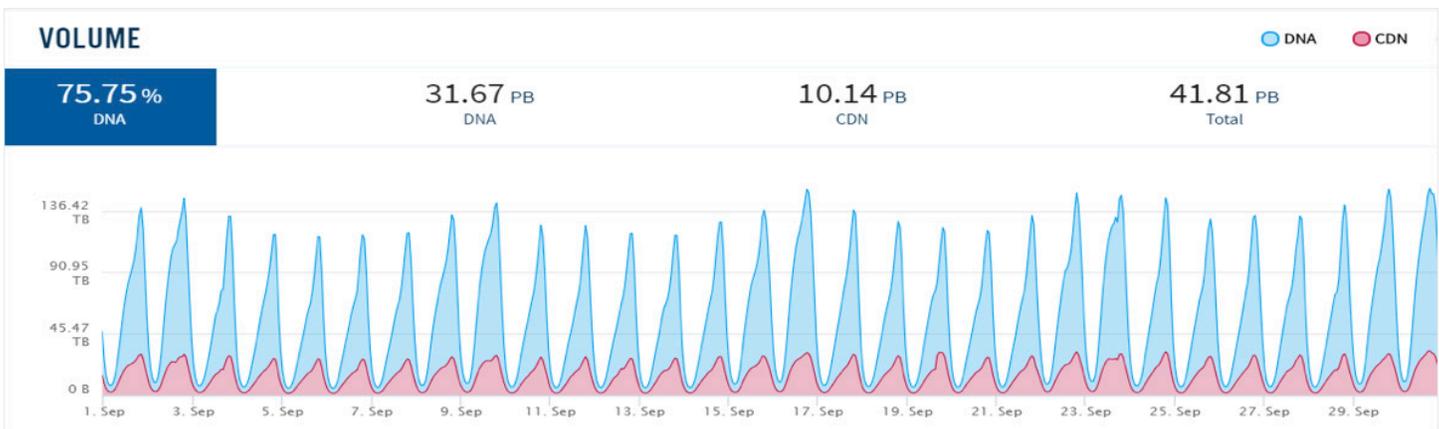
CenturyLink dynamically multi-sources by combining the best of a controlled global content delivery network with the resilience and scalability of a distributed mesh architecture to choose the fastest delivery source.

Specialized algorithms help promote a more efficient use of the network with customized delivery to every device. The solution also allows VOD platforms to increase delivery capacity and video quality, meaning they can scale up during prime time spikes and deliver more hours in bitrates for:

- Popular series
- Catch-up TV
- Viral social content
- Films

More devices mean a more powerful network

CenturyLink® CDN Mesh Delivery is a powerful solution for popular series, catch-up TV, viral social content and more. The peer-to-peer technology consistently delivers around 75 percent of total traffic¹, with even more during peak viewing times increasing delivery capacity. CenturyLink® CDN Mesh Delivery, allows you to scale during the most demanding traffic spikes without compromising quality.



¹ Streamroot customer data, February 2019

Reliable, high-quality video across the globe

Sourcing segments from a local mesh network has advantages when it comes to quality. User location, ISP, network topology, device, type of content and bitrate profiles are all leveraged to determine the fastest and most efficient delivery source. Peers watching the same content at the same time establish a remote delivery network, making audiences around the world easier to reach, regardless of their proximity to the CDN. This peer-to-peer technology enables reliable and high-quality video across the globe with viewers achieving up to three times less rebuffering and higher bitrates.¹

Overcome the challenge of delivering high-quality video while scaling efficiently

Don't let delivery get in the way of providing your audiences the quality content that they demand. With CenturyLink® CDN Mesh Delivery, you will enjoy a robust, reliable and cost-effective delivery solution that enables you to scale and offer exceptional quality of experience (QoE) to users all around the world.

