

Content Providers: deliver ultimate QoE with VirtualCDN

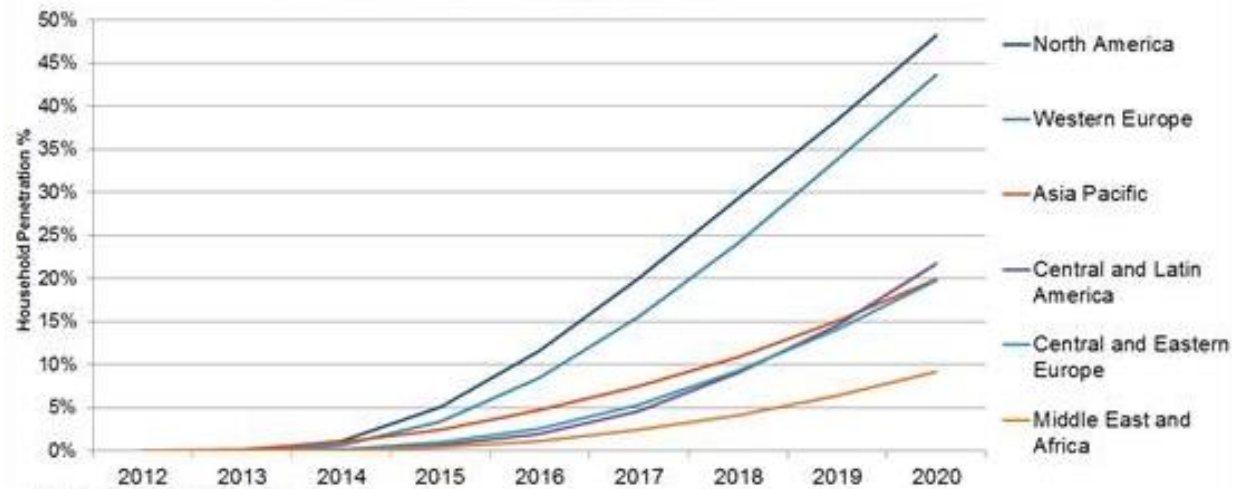
Control network performance and scalability ensuring excellent quality of user experience
Save costs sharing traffic between in-house and outsourced CDNs
Deploy in-house CDN with optimal CAPEX / OPEX balance

Telecom Operators * Content Providers * Cable Operators * Broadcasters

Video consumption growth challenges CP

- Video traffic is growing exponentially. IP video traffic will increase 3-fold and will account 82% of all Internet traffic by 2021. Live video, VoD, VR and AI will grow many-fold according to Cisco VNI 2016–2021 forecast.
- Content providers face the challenge to compete for the user attention delivering excellent quality of video sharing bandwidth.
- The high expectations of adopting Ultra HD and 4K video boost sales of TV with bigger dimensions and resolution which continue straining the network. Strategy Analytics predicts that by 2020 all 40-inch and bigger TVs sold in North America will be Ultra HD and by which time almost half of all North American homes will own at least one Ultra HD TV*.

The forecast of Ultra HD TV Household Ownership by region, %



*Ultra High Definition TV Displays: Global Market Forecast 2012-2020, published by Strategy Analytics' Connected Home Devices (CHD) service

Get your network ready for the new challenges!

Value of VirtualCDN for Content Providers

vCDN solution helps to build sufficient in-house content-delivery network to control required infrastructure performance assuring necessary level of quality and marginality.

Business benefits

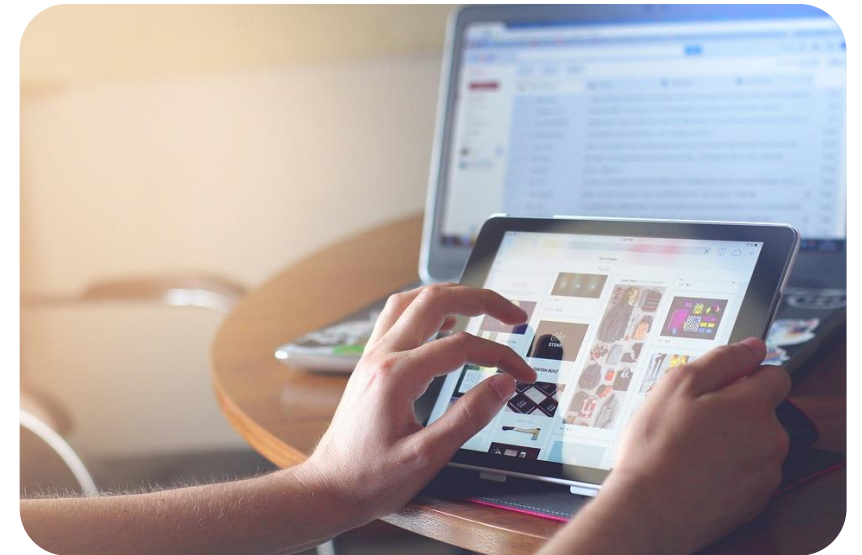
- Increase subscriber base and reduce churn delivering superior video experience on «anytime, anywhere» basis
- Get to know your subscribers with detailed statistics and profound analytics of video consumption
- Create libraries of demanded content with granular segmentation

Infrastructure benefits

- Get elastic scalability with high throughput and no latency with patented Load Balancing technology
- Control network performance ensuring superior QoE
- Share traffic between in-house and outsourced CDN at minimum costs

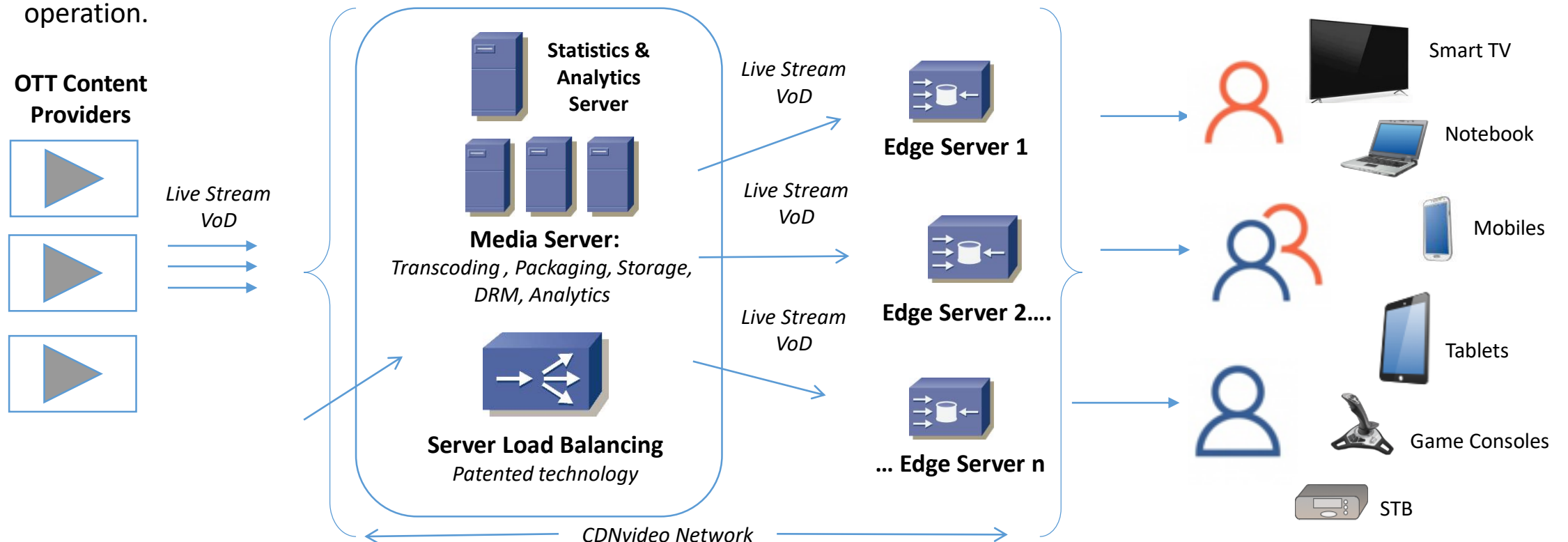
Financial benefits

- Increase monetization with new advertising and engaging services (Ad Injection, Virtual Commentator, etc.)
- Drive up- and cross-sells with personalized offers
- Find optimal balance between CAPEX/OPEX and improve profitability



VirtualCDN architecture

- vCDN enables to provide high performance of multiscreen video delivery considering all the details of network capacity and user devices.
- Our patented Load Balancing technology (NoWO2016064303 A1) carry out intelligent routing takes into account the range of parameters including connectivity and load checking, Q-metrics, customers' configurations metrics and providing fast and efficient edge selection.
- Our specialists manage and maintain CDN supporting our clients on 24*7*365 bases covering all aspects of CDN operation.



We are apologists of win-win solution

Powered by  **CDNvideo**
cdnvideo.com

Boost business performance with us!

gorod@cdnvideo.com

+7 (916) 990 01 20

telegram: @ygorodetsky

converge@cdnvideo.com

<https://converge.cdnvideo.com/>