

Lumen® CDN Mesh Delivery

Improve performance & quality of service

Quality of service: a KPI that can make or break a video platform

Ensuring outstanding end-user experiences and excellent quality of service is critical to the success of any streaming service. With so many providers available, viewers have plenty of alternatives that they can turn to if the stream they're watching is blurry or suffers from constant rebuffering.

As this demand for high-quality video content increases, VOD platforms and live broadcasters are often forced to choose between scaling effectively and maintaining profitability.

With a hybrid mesh network overlaid on their CDN, video providers can limit network congestion and decrease network latency, enabling better QoS and promoting longer session times for their viewers.

Poor experiences can lead to a **25%** loss in revenue for OTT services.¹

90 seconds is the longest most viewers will tolerate a poor stream.²

Even the best single and multi-CDN architectures can struggle to deliver quality during increases in demand:



Long distances from users to CDN edge servers can slow round-trip time and impact QoS



Heightened traffic causes network congestion & slower response times



Longer sessions and higher bitrates across devices make cost-effective scaling a challenge

¹Vimeo Livestream blog, citing the 2016 Verizon Video Streaming Quality Report
²"How to ensure a full live-streaming experience." Nov 2018. TechRadar.com

With Lumen® CDN Mesh Delivery:

Improve QoS as traffic increases

Offload traffic increases onto the peer-to-peer network to improve bitrates and lower rebuffering rates.

Enable longer session times

Effectively handle the economic impact of binge watching, multi-screen viewing, and higher resolutions without compromising on quality.

Keep content at the far edge

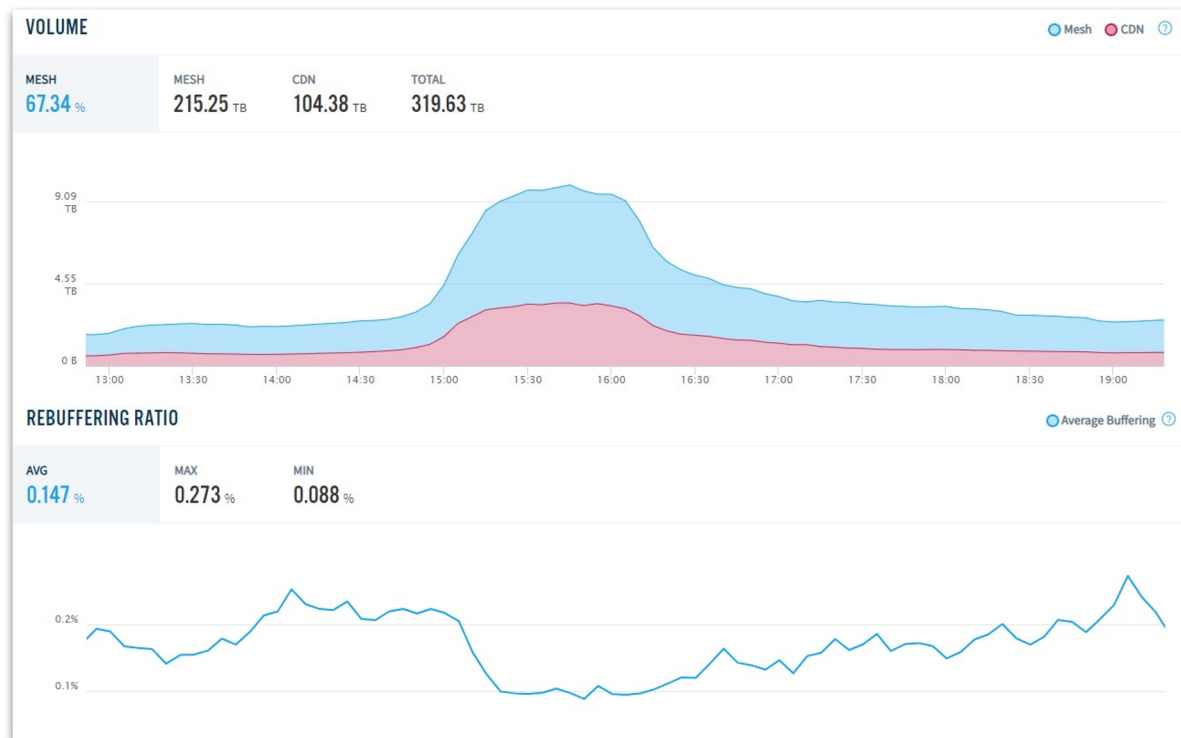
Decrease the distance between content sources and users by turning viewer devices into CDN edge servers.

Expand into new markets

Offer high-quality streaming sessions for users in remote geographies without investing in new CDN infrastructure.

Quality improvements as traffic increases

Unlike legacy content delivery solutions that encounter service disruptions when viewership is higher than expected, CDN Mesh Delivery utilizes peer-to-peer technology that can help improve quality of service as more viewers access the streaming content.



Lumen customer data; March 16, 2020