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.

**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.

---

1. Vimeo Livestream blog, citing the 2016 Verizon Video Streaming Quality Report
With Lumen® 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, Mesh Delivery utilizes peer-to-peer technology that can actually improve quality of service as more viewers access the streaming content.

---

Lumen customer data; March 16, 2020

---

Services not available everywhere. Lumen may change or cancel products and services or substitute similar products and services at its sole discretion without notice. ©2021 Lumen. All Rights Reserved.