Video is predicted to account for 82% of all internet traffic by 2022.¹

Video on-demand grew by 155% in 2019, while live video grew by 93%.²

Scale: a critical foundation for a successful video platform

Due to the unpredictable nature of modern video delivery and viewers’ demand for high-quality, reliable streams, providers rely heavily on placing content as close as possible to their users.

However, cutting down on latency and scaling for greater bandwidth requires costly investments in CDN servers, which can be particularly challenging during unexpected traffic spikes and in emerging markets where the network infrastructure may lack.

With a peer-to-peer network that provides greater elasticity by acting as an overlay on top of your CDN infrastructure, video providers can rapidly increase their bandwidth capacity and geographic footprint without spending significant capital on new infrastructure or CDN commits. A mesh network may also provide an extra layer of redundancy in case of CDN failure, as the mesh network can continue delivering the content available in the network during temporary server outages.

Scaling can be a challenge even with a robust CDN or multi-CDN strategy

Unplanned traffic spikes can overwhelm the network, cause operational teams headaches, and trigger expensive overages.

Reaching users in new geographies requires onboarding new vendors as well as CAPEX and/or OPEX investment.

Implementing multi-CDN redundancy can be time-consuming and complex for platforms looking to go to market quickly with limited resources.

¹Cisco Annual Internet Report (2018-2023)
²Conviva, State of Streaming Q2 2019
With Lumen® CDN Mesh Delivery:

**Manage traffic spikes**

Bolster your CDN delivery while improving quality for end users with elasticity that server infrastructures cannot provide.

**Expand delivery footprint**

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

**Keep content at the far edge**

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

**Protect against CDN failures**

Avoid user experience disasters when a CDN fails. The mesh network can continue to share available content during a momentary outage.

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**How it works**

CDN Mesh Delivery functions as a hybrid solution. After fetching content from the CDN, viewer devices share that content with other devices watching the same stream, thereby reducing the traffic and strain on the CDN.

If no other devices are available, the CDN will provide all of the content.

CDN Mesh Delivery enables this major European TV network to handle bandwidth spikes of more than 10x their average viewers.

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