

Lumen[®] CDN Mesh Delivery

Optimize & control video delivery costs

Cost optimization: a key component for successful video delivery

Traditional CDN pricing models based on volume commits and overages can send your monthly delivery charges through the roof when traffic is higher than expected.

With a peer-to-peer overlay that works in conjunction with your traditional CDN server infrastructure, you can avoid those overage charges while improving the performance and quality of experience for your end users.

Average daily video viewing times have increased **41%** since 2018.¹

In 2019, streaming video accounted for **19%** of US viewers' daily television consumption.²

Delivery costs can soar even with a robust CDN or multi-CDN strategy:



With Lumen CDN Mesh Delivery:

Cost-effectively improve QoS

Increase bitrates and lower rebuffering rates without investing in new delivery infrastructure or services.

Manage traffic spikes

Improve user experience by boosting infrastructure capacity with a flexible mesh network during high volume periods.

Avoid overage charges

Keep your CDN bill within budget during unpredictable traffic spikes.

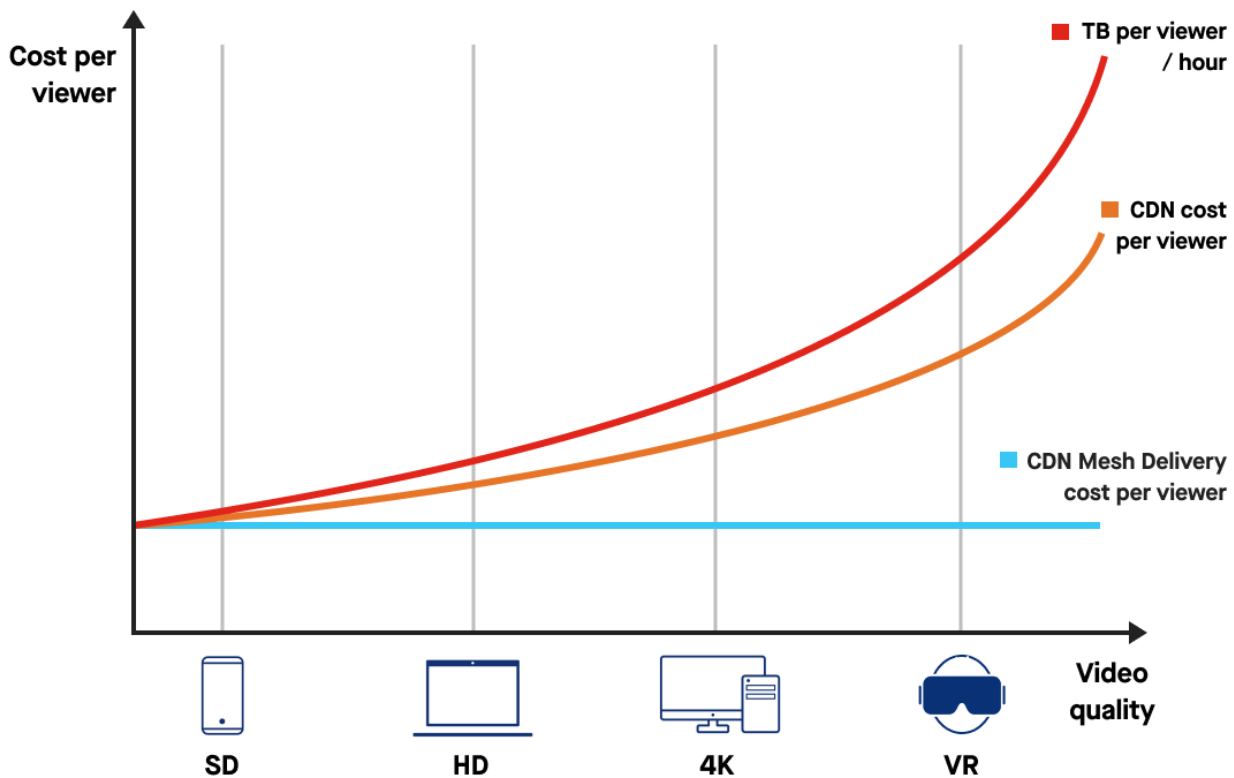
Easily reach new geographies

Users can access your videos through the peer-to-peer network instead of only a CDN edge server.

Provide quality video & control costs with a flat rate pricing model

Providers have no control over the networks that deliver their content to the end users, the number of viewers who tune into their streams, the number of hours viewers watch, nor the resolutions of their screens. Yet traditional CDN pricing models nevertheless push the cost for high-quality video delivery onto the provider, thus making it **more expensive** and adding to the **unpredictability** of delivery costs from month to month.

Lumen® CDN Mesh Delivery solves this problem with innovative pricing models based on the number of concurrent connected viewers or sessions. Decorrelating price from bits delivered enables providers to control their delivery expenditures while offering better QoS (i.e. higher bitrates and lower rebuffering rates) at no additional cost.



¹“Pandemic Pushes Average Streaming Time Over an Hour Per Day.” CordCuttersNews.com. June 2020.

²“The Nielsen Total Audience Report Q3 2019,” cited by Variety.