

Scalable mesh delivery accelerates primetime television & sporting events for European media giant TF1



The Customer

Leading European media giant

TF1 is the leading private-sector broadcaster in France, offering a range of streaming services including live and catchup-TV, primetime sports and breaking news. It broadcasts five complementary free-to-air channels (TF1, TMC, TFX, TF1 SERIES FILMS and LCI) and hosts some of the biggest international live sporting events.

The group constantly adapts to new ways that viewers consume content, adding a high-powered digital dimension to its channels as well as offering exclusive digital content and video-on-demand to reach audiences on all platforms.

Armed with a powerful digital and multi-screen strategy, the group is increasingly innovating in web, mobile and emerging online media formats.

The Challenge

Long-term scalability and profitability while boosting performance

The MYTF1 digital platform already serves more than 24 million users and features a catalogue spanning more than 7,500 hours of video. The company also has an ambitious growth strategy based on international expansion and more immersive video formats.

With these ambitions, as well as spectacular growth in viewer numbers and content libraries, TF1 sought out state-of-the-art delivery solutions to help ensure the long-term scalability and profitability of its online platforms.

For this, TF1 looked past traditional content delivery (CDN) infrastructures. It sought a ground-breaking solution that could offer excellent performance, flexible scale and room for the platform to grow in both user numbers and in higher-bitrate video formats.

“ We take pride in offering TV-quality streaming to our growing online viewer base. Scaling to TV-size audiences on a digital platform - while maintaining the same quality standards - requires more than simply adding servers. It calls for a ground-breaking solution.

- Thierry Bonhomme
CTO, TF1



The Solution

A flexible mesh delivery architecture for greater scale and higher performance

TF1 chose Lumen as its content delivery partner for its innovative CDN Mesh Delivery solution. CDN Mesh Delivery leverages peer-to-peer technology to intelligently multi-source content from both the CDN as well as a network of peers watching the same content on the platform at the same time. Working in tandem with the provider's current CDN infrastructure, Lumen CDN Mesh Delivery dynamically routes video segments to the source that can provide them most quickly. It was integrated directly into TF1's video player and deployed across its platforms.

CDN Mesh Delivery is particularly adapted to large television audiences tuning in at primetime and to large sporting events, where more viewers tuning in means more content that can be sourced from the mesh network.

“ As an innovator in our industry, partnering with Lumen was a logical choice for TF1. We're extremely pleased with the results. CDN Mesh Delivery delivers 80% of our most popular streams and offers the elasticity that we need to scale to hit primetime content and the world's largest sporting events with ease.

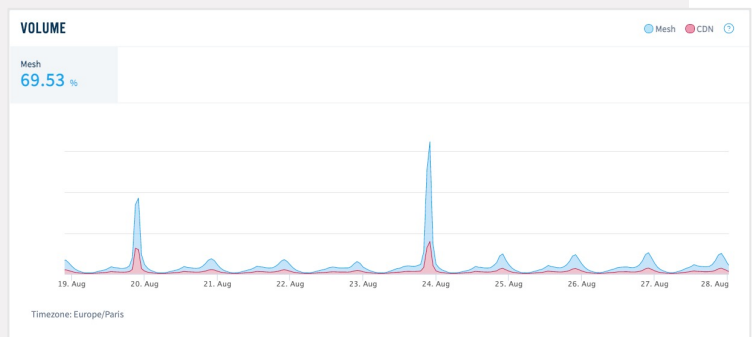
-Thierry Bonhomme
CTO, TF1



The Benefits

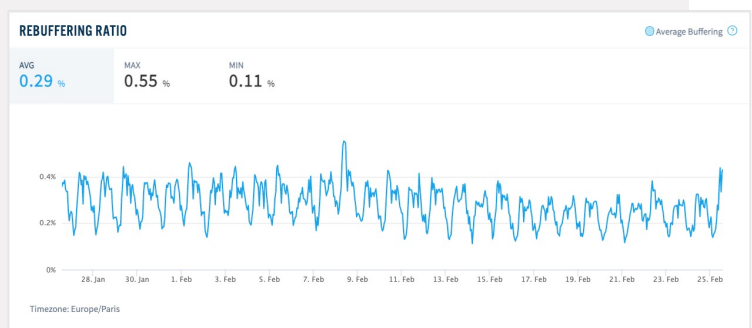
Greater scale

TF1 hosts major primetime live sporting events, including some of the world's largest football, tennis and rugby championships. CDN Mesh Delivery has enabled the network to scale effortlessly to traffic that is 10x to 20x their average audience sizes instantly, without needing to re-provision their CDN capacity. This was also helpful when government stay-at-home orders caused traffic to spike with no warning.



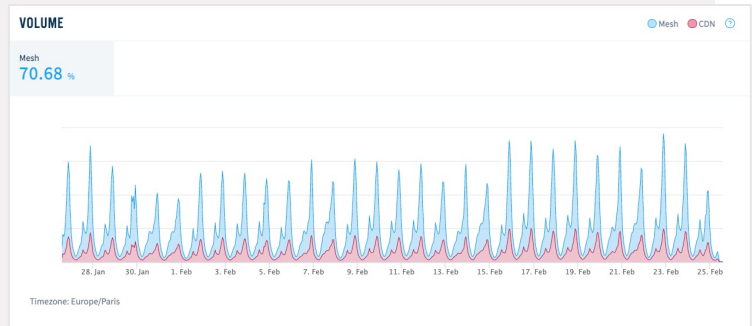
High performance

TF1 enjoys low rebuffering rates across its user base. Mesh network routing can promote higher bitrates and lower rebuffering by sourcing content from a local mesh network. ISP matching and awareness features keep content as far out at the edge of the network as possible.



Long-term profitability

With over 70% of addressable traffic delivered from the mesh network on average, TF1 enjoys peace of mind when it comes to serving capacity. The company has been able to deploy higher bitrates and more immersive content, and was able to scale to meet growing demand during the pandemic thanks to the ability of CDN Mesh Delivery to grow naturally with its platform.



Conclusion

Given their status as one of the leading television and streaming providers in Europe, TF1 will continue to expand its audience size and content offerings in the years ahead. Now in its fourth year of leveraging CDN Mesh Delivery, the company leadership enjoys peace of mind knowing that they will be able to meet whatever bandwidth and capacity challenges that may lie ahead.

To learn more about CDN Mesh Delivery, as well as other Lumen edge application delivery solutions, reach out to content-delivery@lumen.com.

Graphs from Lumen CDN Mesh Delivery customer data at various times in 2020 and 2021.

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