



MAINSTREAMING[®]

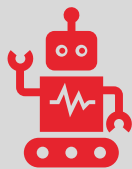
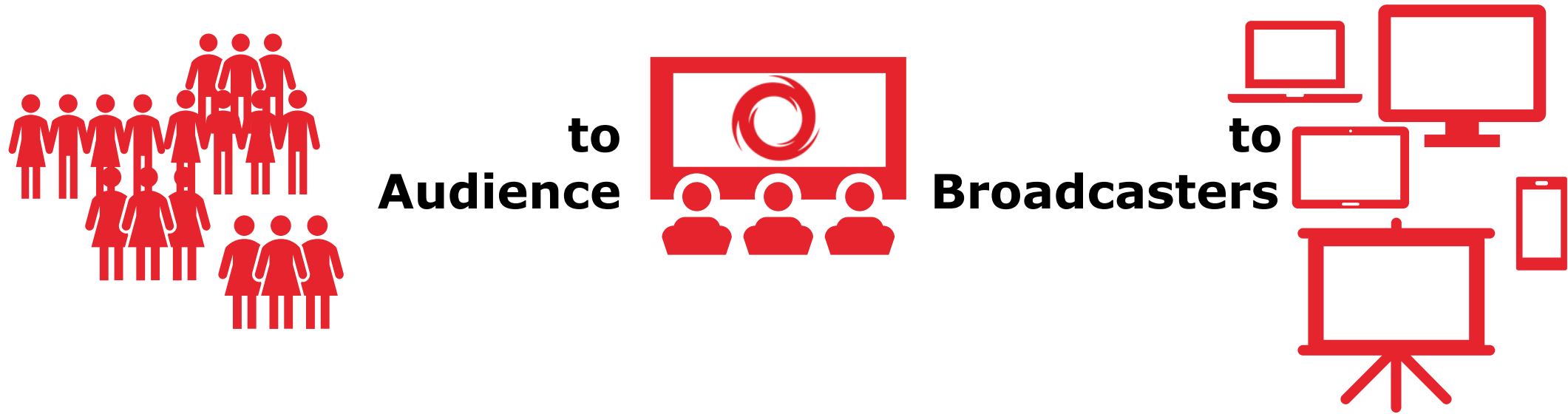
The Intelligent Media Delivery Company

Is Streaming just a matter of capacity?

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| In streaming, quality is what really matters...



Video Start Time, Average Bitrate, Rebuffering, Playback Errors
Viewers want to enjoy a broadcast-grade experience

| ... but live streaming at scale can be challenging

In the past 60 days...

NFL fans become nervous about YouTube TV after issues with NBA game

<https://profootballtalk.nbcsports.com/2023/05/18/nfl-fans-become-nervous-about-youtube-tv-after-issues-with-nba-game/>

Apple TV+ went down at a very bad time for MLS viewers

<https://awfulannouncing.com/apple/apple-tv-went-down-at-a-very-bad-time-for-mls-viewers.html>

Netflix Proceeds With 'Love Is Blind' Reunion Taping After Technical Issues Crater Live Broadcast Plans

<https://awfulannouncing.com/apple/apple-tv-went-down-at-a-very-bad-time-for-mls-viewers.html>

...and the digital transformation has just started. Regulators are pushing for the **switch off of digital terrestrial broadcasting by 2030** at European level, in favor of TELCOs to serve 5G.



| Not always a CDN issue..

..but often it is.

And when it is, **is it just a matter of CDN capacity?**

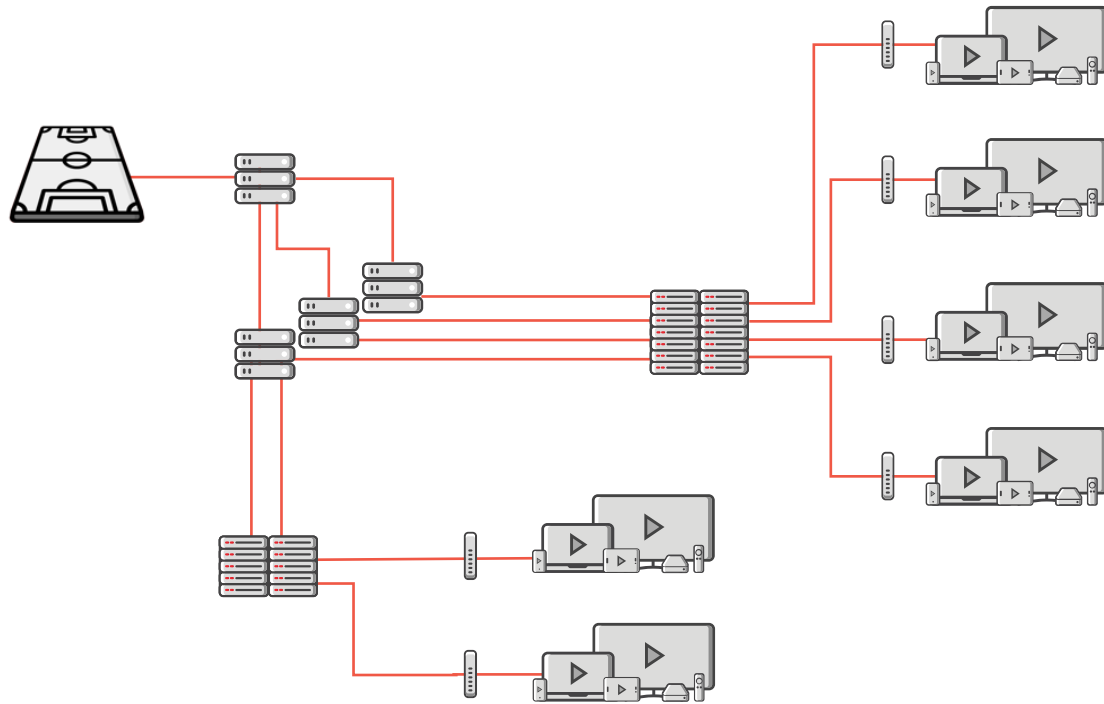
Is adding Tbps the best way to mitigate outages?

...and the digital transformation has just started. Regulators are pushing for the **switch off of digital terrestrial broadcasting by 2030** at European level, in favor of TELCOs to serve 5G.

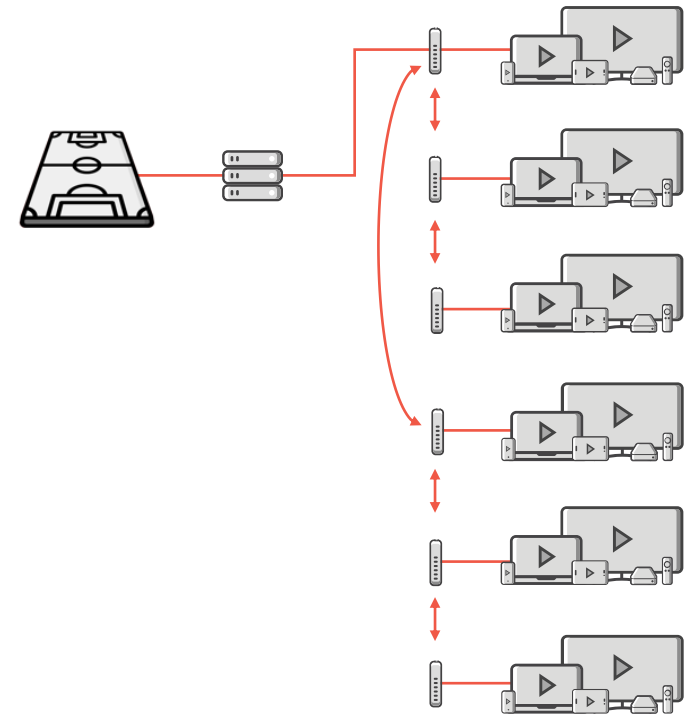


The Edge approach

«Plumber» approach




«Edge» approach



 Origin

 Acquirer Parent

 Edge

Smart Edge Architecture - Live Content Distribution

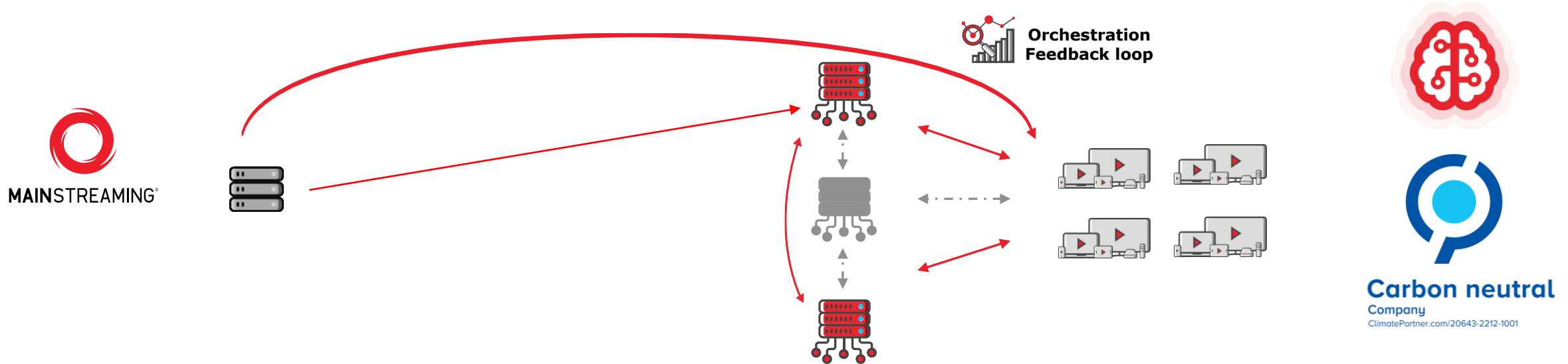
Origin

Acquirers

Edges

Deep Edges

Audience



Smart Origin

Get the best video quality from the Origin server

Contents are requested just once from Origin servers, avoiding rebuffering and streaming errors while protecting the Origin from overload and minimizing network traffic.

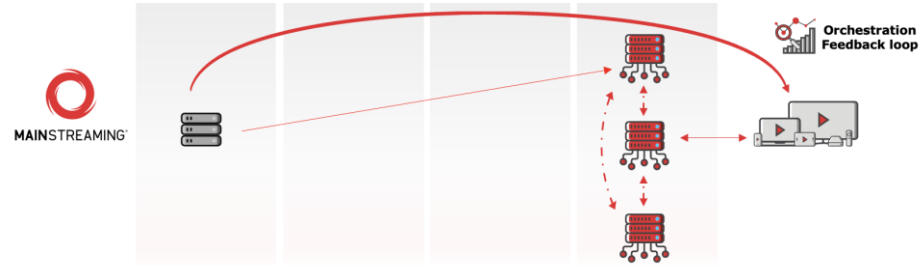
AI Orchestrator

Define network path based on KPI feedback loops

Advanced viewers, location detections, and the ability to coordinate all streaming resources on the fly lead to a proper connection of the viewers to the best and closest deep EDGE server, thus granting broadcast-grade QoE

Sustainability

Greener
tech
by design



Born with less caching layers, and with software solutions to reduce power consumption.

Greener
industry



www.GreeningofStreaming.org

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Greening of Streaming

Carbon
neutral
company



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EDGE Delivery Network

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MainStreaming

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