

“Edgecast provides a comprehensive and efficient CDN service that’s extremely easy to implement. Beyond the technology and the network, Edgecast also provides customer service that’s unparalleled.”

- Mike Hudack, CEO, blip.tv

Application

Ensuring rapid, high-quality global delivery of serialized web shows.

Challenge

Blip.tv wants to ensure that viewers of their serialized shows enjoy a smooth, high-quality, instant-on experience regardless of location. The plan was to improve the availability of blip.tv content, thereby increasing the loyalty of viewers and content creators. Improving international performance would also pave the way for future international expansion.

EdgeCast Benefits

EdgeCast’s global CDN improved blip.tv’s video delivery significantly. EdgeCast delivered near 100% availability throughout the world while improving global delivery speed by 72%.



Blip.tv Accelerates Global Video Delivery on EdgeCast Content Delivery Network

EdgeCast’s CDN improves global blip.tv delivery by up to 72%

Blip.tv is an Internet television network that hosts, distributes and monetizes originally produced Web shows. While blip.tv does not independently produce shows, the company works hand in hand with a new generation of independent content creators and studios to provide technology, distribution and monetization services.

Blip.tv’s technology and leadership teams wanted to improve their service’s scalability during a high growth period while improving overall load time of the network’s video content for users around the globe.

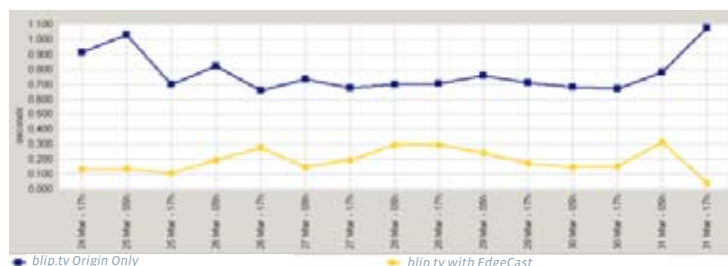
Prior to implementation of the EdgeCast CDN, blip.tv served most of its video “from origin” - meaning from its own computers at a colocation facility. This meant that in order to serve additional viewers during high-growth periods, blip.tv had to order supplemental bandwidth from its ISPs, a process that could take weeks. Additionally, Internet congestion and a viewer’s distance from the blip.tv servers could combine to create a “perfect storm” that reduced video performance. This combination can sometimes cause excessive buffering or even timeouts which create frustration among viewers - something that can be disastrous for a growing business.

Evaluation and Implementation

Blip.tv realized that a CDN could help it deliver video around the world - without having to build its own points of presence in foreign countries - while also increasing its ability to scale smoothly and efficiently beyond the physical capacity in place at origin. After making the decision to go with a CDN, blip.tv evaluated a handful of leading network providers and CDNs and ultimately decided that EdgeCast offered the best solution to power blip.tv’s worldwide video delivery.

Blip.tv began its deployment with EdgeCast in phases so that its infrastructure team could track the effectiveness of the EdgeCast network during each step in the process. Working closely with EdgeCast’s deployment team,

blip.tv began by placing a single Web show on the EdgeCast network. Keynote and Gomez reports immediately showed improvement in global performance, with viewer requests from Tokyo, Sydney, New York or Los Angeles immediately routed to the closest Edgecast point of presence, rather than having to travel halfway around the world to blip.tv's origin in New York City.



blip.tv Site Performance

Over a period of several weeks, blip.tv began rolling over additional shows to the Edgecast network. At each step of the process, blip.tv's infrastructure team tracked global performance while blip.tv's customer support team monitored incoming support requests for reports of trouble buffering video.

"The transition over to Edgecast was remarkably smooth, and we've been very happy with the performance of the Edgecast network, the support they offer, and the overall value of their service," said Jing Lee, blip.tv's technical operations manager. "Viewer experience significantly improved in areas that we'd previously found difficult to serve. We're extremely pleased with the Edgecast offering."

Results

From a performance perspective, blip.tv noticed immediate improvements. Prior to its partnership with Edgecast, blip.tv's average worldwide response time for a video request was 0.752 seconds. Over a floating seven day period, blip.tv's average response time decreased 72% to 0.2 seconds.

Blip.tv was able to improve start and download times dramatically while simultaneously increasing the global availability of its videos to 99.95%. Just as importantly, thanks to EdgeCast's balanced global distribution, a blip.tv viewer in Tokyo, Sydney or London could have the same experience as one in New York – and equally fast.

"It's extremely important to us to offer an excellent viewer experience, and it's likewise very important to the many professional show producers who use the blip.tv service. Edgecast offers us superior delivery technology and a group of people whom we feel comfortable relying on to keep our business running," said Mike Hudack, CEO of blip.tv. "We're extremely satisfied with Edgecast and believe we made the right decision in selecting them as our CDN."

About blip.tv

Blip.tv is an online television network focused on featuring, promoting and monetizing the best original, serialized shows on the Web. The blip.tv vision is that content creators should focus all of their efforts on creating great shows, and blip.tv can help with the rest: technology, distribution, marketing and publicity, and monetization. Shows on blip.tv range from scripted sitcoms and dramas to newsmagazines, and top titles include Wallstrip, Alive in Baghdad, Break a Leg, Unleashed, and The Show with Ze Frank.

About EdgeCast

EdgeCast offers a superior, cost-effective global content delivery service that gives our customers competitive advantage in the delivery of digital media. Our world-class content delivery platform provides customers the cost benefits and flexibility of controlling their own content delivery network while liberating them from ISP contracts, capital investments and operational hassles. To learn more, visit: www.edgecast.com.

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