

“Thanks to EdgeCast, our viewers are spending twice as long on our website. We depend on EdgeCast to ensure an exceptional viewing experience for our customers. The results speak for themselves and we are delighted with the service and reliability we receive from the EdgeCast Network.”

Gaurav Dhillon - CEO, Jaman

Application

Global content delivery for a niche video download service.

Challenge

Jaman wanted to significantly increase the video download performance to its users around the world - in hopes of making the site “stickier.”

EdgeCast Benefits

Jaman evaluated EdgeCast along with numerous CDNs such as Limelight Networks and Akamai, ultimately selecting EdgeCast for its advanced architecture, superior performance and competitive pricing.



Jaman Accelerates Video Performance and Improves Stickiness with EdgeCast Content Delivery Service

EdgeCast’s YourCDN Service Improves Jaman’s Stickiness 100%

With an inventory of over 1,500 films, Jaman is the premier video download service for hard-to-get World cinema. Every month, more than 100,000 users from over 186 countries visit Jaman.com to download movies.

Through marketing and outreach initiatives to increase product awareness, Jaman’s leadership team expected a sizeable traffic increase over the upcoming year. Approximately 90% of their traffic was video and the remainder was supporting images. In the face of the increased traffic, Jaman wanted to improve quality and reliability while ensuring there was no single point of failure.

Of paramount importance to their users - and the company - was unparalleled network speed and quality. Network latency and other performance issues directly impact a users’ movie playback experience. Jaman realized that this was the number one cause of user “bounce” - leaving the site immediately after their initial visit.

Jaman’s revenue is directly impacted by this bounce rate. Additionally, the longer users stick around to watch movies, the larger Jaman’s customer community grows.

Evaluation and Implementation

Jaman evaluated the infrastructure and hosting models of several ISPs and CDNs and ultimately determined that EdgeCast could best provide the speed, reach, fault-tolerance and rich media feature set they needed.

“We were not only impressed by the technical superiority of EdgeCast, but the flexibility and scalability of their platform as well,” said Alec Chattaway, Jaman’s Manager of Hosted Service. “We chose the exact features we needed, giving us the ability to start small and scale up. We were also secure in the knowledge that we could scale as rapidly as we needed without any of the capital costs of doing it ourselves.”

Immediately after deciding to move forward with EdgeCast, Jaman was able to stage their content on the EdgeCast edge servers within minutes. Customer media clicks were instantly rerouted to the EdgeCast servers closest to them.

From a performance perspective, Jaman noticed immediate improvements:

- » *42% decrease in page download times*
- » *88% improvement in object download times*

Jaman was also able to dramatically improve their global reach and found that site download times and site availability from customers around the world improved significantly. A key component to Jaman’s business strategy is to deliver “world” content to viewers around the world, so global availability and fast global download times is of critical importance to them.

Their site visitors noticed the improvements as well - Jaman.com saw a 50% decrease in their site “bounce rate” - that translates to a full doubling of their site “stickiness.”

“Reliably delivering digital media around the world is the most critical piece of our business, and EdgeCast has gone above and beyond our expectations,” said Chattaway.

About Jaman

Jaman.com is revolutionizing the way people discover, enjoy and share cinema all over the world. The company is pioneering social cinema on the internet by delivering hi-def films to a growing online community of fans and filmmakers. Jaman.com is headquartered in San Mateo, California and is led by founder and CEO Gaurav Dhillon, co-founder and former CEO of Informatica. Join Jaman, join the world!

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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