

# HYBRID CDN

## THE SITUATION

Your audience wants content anywhere, and your business depends on delivering this content. But distribution costs are limiting your business growth choices.



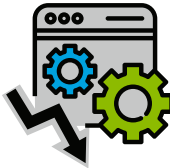
## ROI

5 year TCO Analysis: A Private CDN is 60-80% of the cost of a Public CDN. Analysis based on 4 hours viewing per person per day, HD content, 25k subscribers increasing to 60k over 5 years.

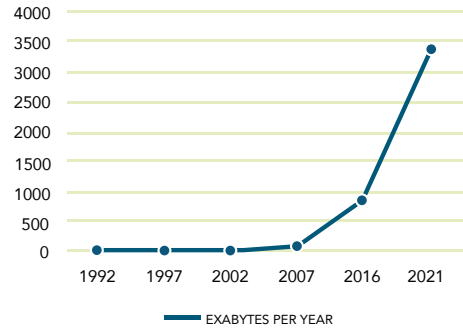


## THE PROBLEM

The cost of a public CDN and the expected internet capacity crunch presents a risk to content businesses. Don't worry, this risk can be mitigated.



## CONTINUED INTERNET TRAFFIC GROWTH, DOMINATED BY VIDEO

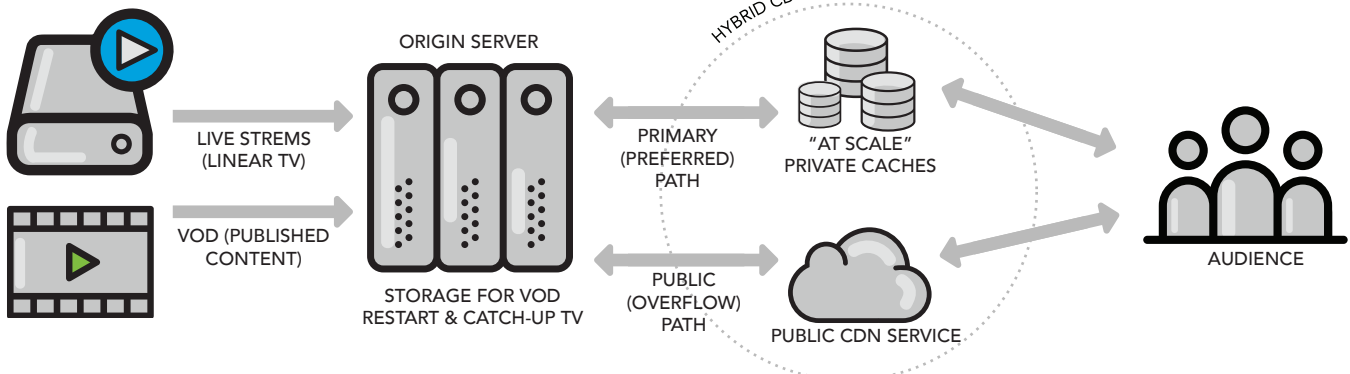


## WHY HYBRID CDN

Take control of network traffic. Avoid the "network congestion" issue. Implement a Hybrid CDN. A Hybrid CDN mixes Private and Public CDNs to deliver live and VOD content. It optimizes the cost, performance and resilience of your video service. Public CDN gives reach. Private CDN gives cost-effective scalability. Control your brand with optimal TCO.

*"Hybrid CDN is something we will see more of as companies look to overlay some of their infrastructure, on top of the third-party CDNs."*

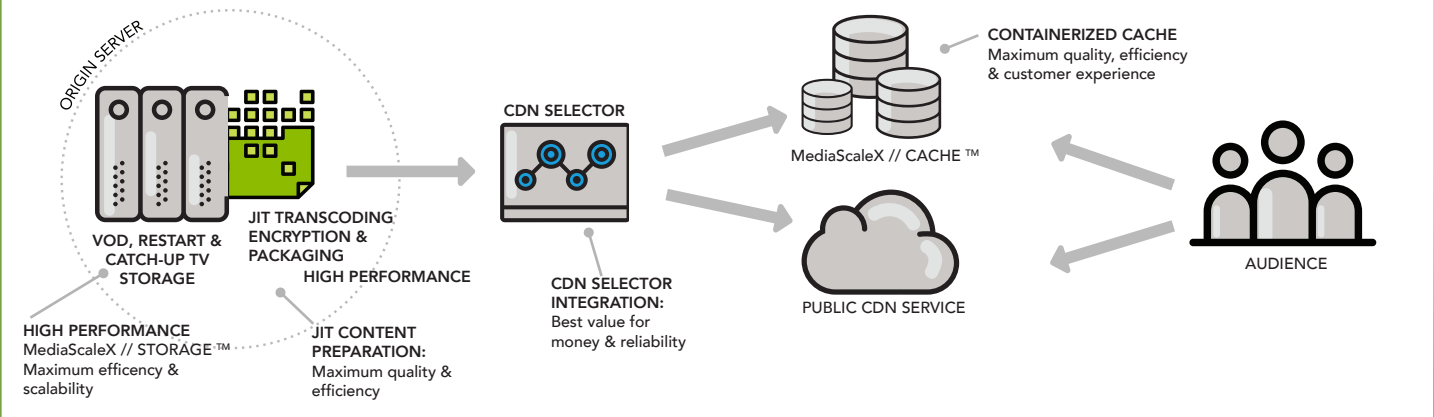
- Dan Rayburn.



## VECIMA CAN HELP

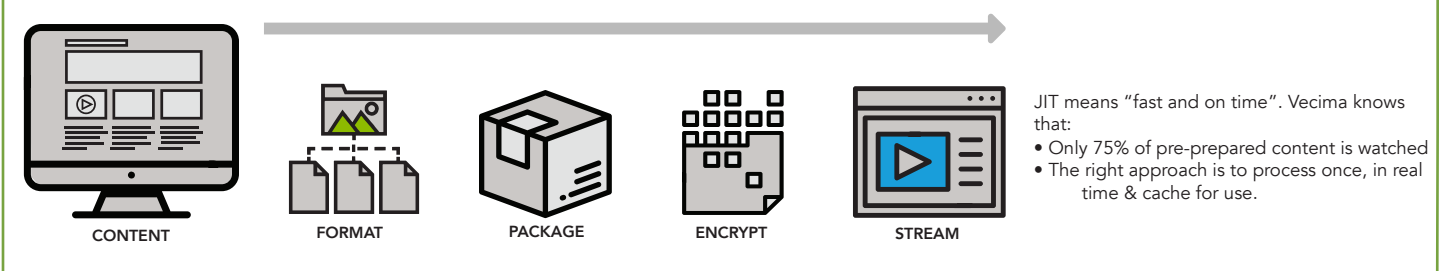
Vecima has helped the world's leading Cable TV operators build highly efficient CDNs for the last 20 years. Vecima supports customers with a best-in-class solution:

- **Simple:** One platform for any content in any format to anydevice.
- **Cost-effective:** Class-leading cache efficiency and stream density.
- **Efficient:** Just-in-time processing for optimal use of infrastructure.
- **Scalable:** Scale-out video-tuned storage for all time-shifted TV requirements.
- **Open:** Easy integration to other platforms, assuring long-term ROI.
- **Elastic:** Containerized MediaScaleX // Cache™ for maximum flexibility and cost control.



## WHY JIT?

Vecima's experience shows that demand-driven "pull" systems are most efficient for video CDNs. Pre-preparation of content and pre-warming caches isn't worth it. JIT, if done well, saves money and delivers better service.



## Vecima KNOWS IP VIDEO DISTRIBUTION

Vecima's ecosystem of customers and partners is the best in the industry.



## THE BOTTOM LINE

Vecima can architect, build and maintain a hybrid CDN that supports your content distribution goals. Contact [sales@vecima.com](mailto:sales@vecima.com) today to learn more.

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