


 MediaScale™ Open CDN

There is consistent growth in **over-the-top (OTT)**

video viewing time and OTT services across every region globally and the underlying trend is for subscriber growth to continue.

And with the increase in subscribers and viewing time, we see a continuing increase in OTT services that will fuel yet more video traffic across the network. With this growth, Vecima sees significant opportunity for Service Providers and Content Providers alike.



## THE OPPORTUNITY

### For Service Providers

- ✓ Monetize terabytes of internet traffic that are delivered free of charge today
- ✓ Prepare networks for the petabytes of content yet to come
- ✓ Deliver a better service to subscribers who consume over-the-top (OTT) content

### For OTT Content Providers

- ✓ Enhance the viewing experience with higher-quality, lower latency, less buffering, and congestion-free streaming
- ✓ More cost-effective and efficient way to deliver content to viewers
- ✓ Prepare for the more costly, higher resolution, higher bit-rate content services to come

## WHAT IS OPEN CACHING?

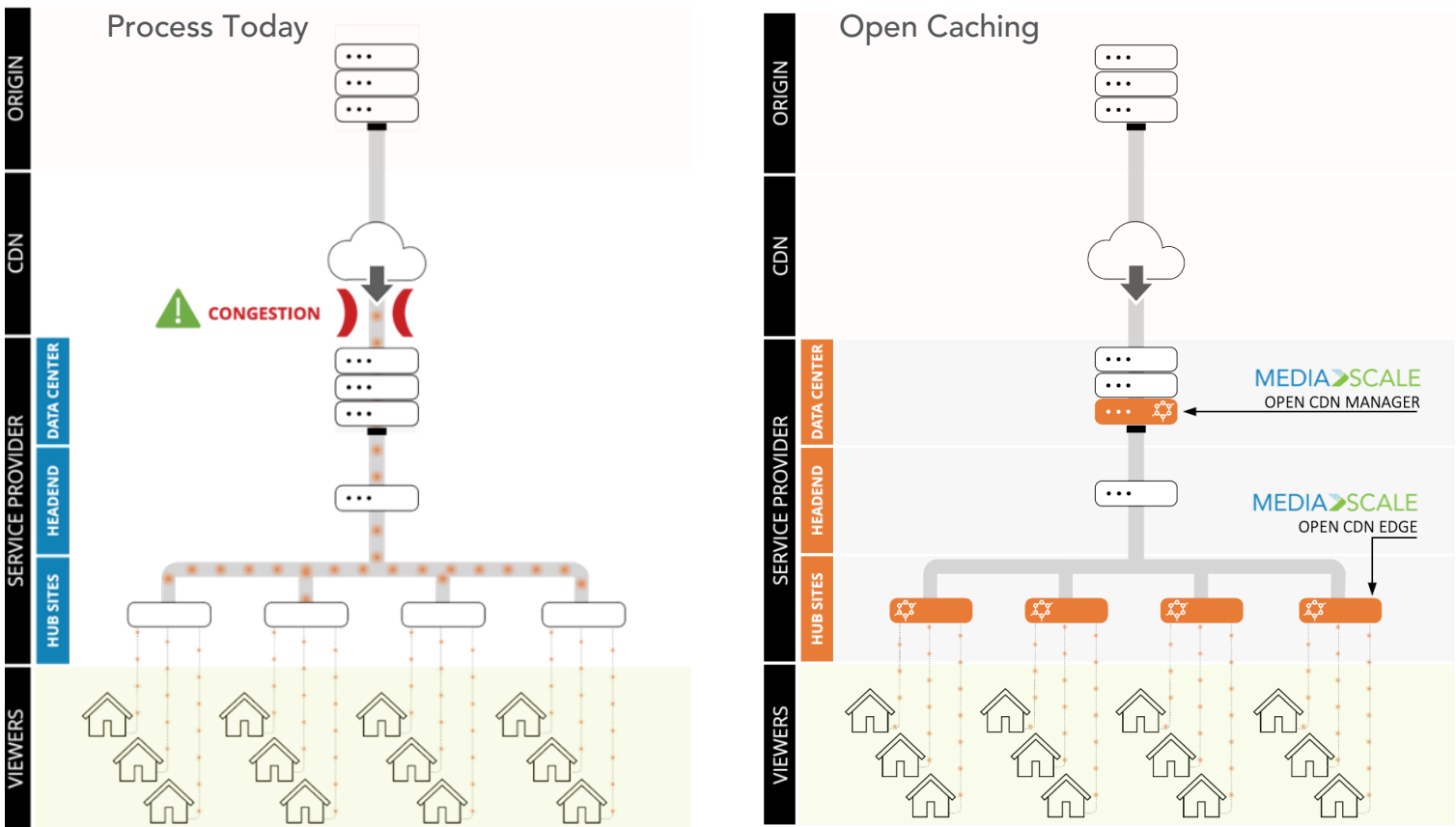
Open Caching is a standards-based initiative from the Streaming Video Alliance (SVA) that improves network utilization and the quality of the video-streaming experience.



The SVA comprises content creators, content owners, and technology partners – including Vecima -- with a view to delivering a higher-quality viewing experience to subscribers at a more affordable cost.

Open Caching provides a mechanism for OTT Content Providers to share caching infrastructure that is deployed deeper in the access network and closer to subscribers, where public CDNs cannot reach, and at a lower cost than public CDNs can offer.

## HOW OPEN CACHING WORKS



## THE BUSINESS CASE

### For Service Providers

Open Caching improves network utilization and the quality of the video-streaming experience for your subscribers. It allows you to monetize the huge amounts of data from OTT providers that transits your network free of charge today.

### For Content Providers

The best way to deliver subscribers a higher-quality viewing experience -- with less with faster start-up times, less buffering, and higher average bitrate -- is to get content as physically close to the point of consumption as possible -- and that means caching it within the last-mile Service Provider networks.

## WHY VECIMA FOR OPEN CACHING

### BUILT FOR VIDEO

Designed, ground-up for video, size-for-size delivers blazing performance, far beyond competitive hardware

### PERFORMANCE

MediaScale Open CDN delivers 92 Gbps per 1RU, the highest density, and throughput in the industry

### COST OF OWNERSHIP

At 235 Mbps per Watt, MediaScale Open CDN provides the lowest cost of ownership

## KNOWN AND TRUSTED

**Vecima solutions are deployed, proven, and trusted by 250+ network operators worldwide, delivering hundreds of Tbps and reaching millions of subscribers.**

For Service Providers, a crucial consideration for selecting an Open Cache technology partner is the return on operating costs. You would provide space, power, and networking, in return for a share in the revenue generated by the service. Vecima’s MediaScale Open CDN has been designed bottom-up for video and delivers the highest density and lowest operating costs in the industry.

For Content Providers, this means we have the relationships needed to deploy caches deep within existing networks to improve the subscriber’s viewing experience and reduce operating costs – plus, it’s a scalable and sustainable content delivery strategy for the future.



Contact Vecima at [sales@vecima.com](mailto:sales@vecima.com) to learn how Open Caching can add value for your business by reclaiming cost, capacity, and quality in your network.

Learn more about Vecima’s MediaScale Open CDN solution at [www.vecima.com](http://www.vecima.com).