



There is consistent growth in over-the-top (OTT) video viewing time and 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 opportunities for Service Providers and Content Providers alike.



## 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.

## MEDIA SCALE

### 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

### 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

### For Content Providers

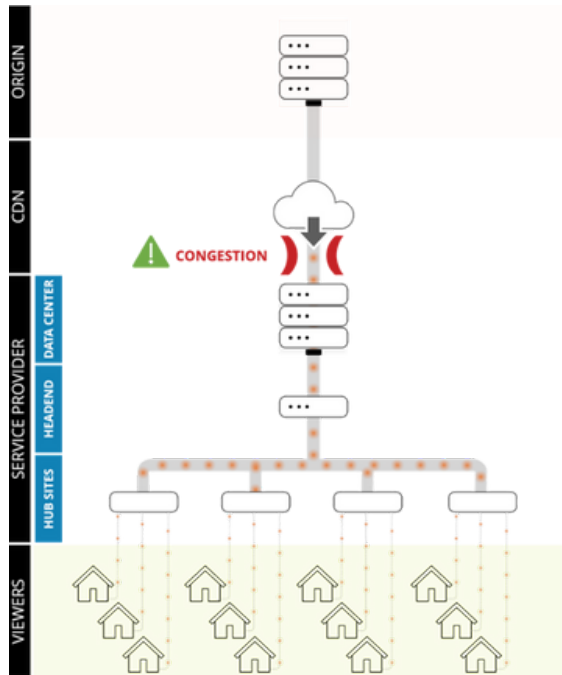
The best way to deliver subscribers a higher-quality viewing experience – with faster start-up times, less buffering, and higher average bitrate – is to get content as physically close to the point of consumption as possible. And that means caching it within the last-mile Service Provider networks.

## HOW OPEN CACHING WORKS

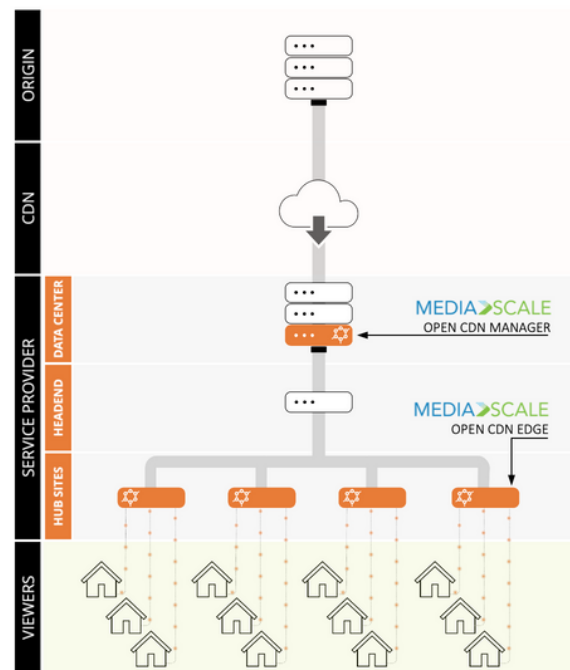
Open Caching is an API specification created by the Streaming Video Technology Alliance (SVTA) that defines an interoperable network of caches for content delivery.



### Process Today



### Open Caching



## WHY VECIMA

### KNOWN AND TRUSTED

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

### BUILT FOR VIDEO STREAMING PERFORMANCE

Designed from the ground up for video, size-for-size delivers the highest density and lowest operating costs in the industry

### COST OF OWNERSHIP

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

For Service Providers, a crucial consideration for selecting an Open Caching technology partner is the return on operating costs. You provide space, power, and networking, in return for a share in the revenue generated by the service.

For Content Providers, Vecima has 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) or visit [vecima.com](http://vecima.com) to learn how MediaScale Open CDN can help you by reclaim cost, capacity, and quality in your network.