

Move to Future-Proof Distribution Formats to Save On Infrastructure Costs

Demand for online video continues to grow dramatically across all device types, including those in the living room and on the go. This represents two major challenges for operators:

- Unicast streaming requires a separate session for each viewer that can be mitigated with a CDN. However, when a CDN does not represent the best technical or economic option, unicast streaming implies that the network load is increasing proportionally with the audience. This dramatically raises scaling issues, especially for popular events with burst viewership.
- Given this same reasoning, an increase in video traffic requires significant infrastructure investment at the network's edge to absorb the load, which is not always the most economical way to resolve network congestion.

Reduce Your Network Load

Synamedia's Edge Media Broadcaster is a pure software solution enabling the combination of future-proof adaptive bitrate video distribution formats with infrastructure cost savings enabled by multicast.

Based on CableLabs' reference architecture, the solution addresses your CDN deployment and scaling challenges via three main components:

- multicast sender (MC-Sender) that acquires unicast ABR streams and converts them into multicast
- multicast receiver (MC-Receiver), integrated in an STB or a gateway, that receives multicast streams and exposes them to streaming devices as unicast
- multicast controller (MC-Controller) that allows you to configure senders and receivers, define multicast/unicast switching-decision policies, and collect usage information and statistics

Deliver best user experiences across all devices

Edge Media Broadcaster also delivers benefits to your end users; multicast/unicast switching is totally transparent, and there is no impact on their streaming devices and players.

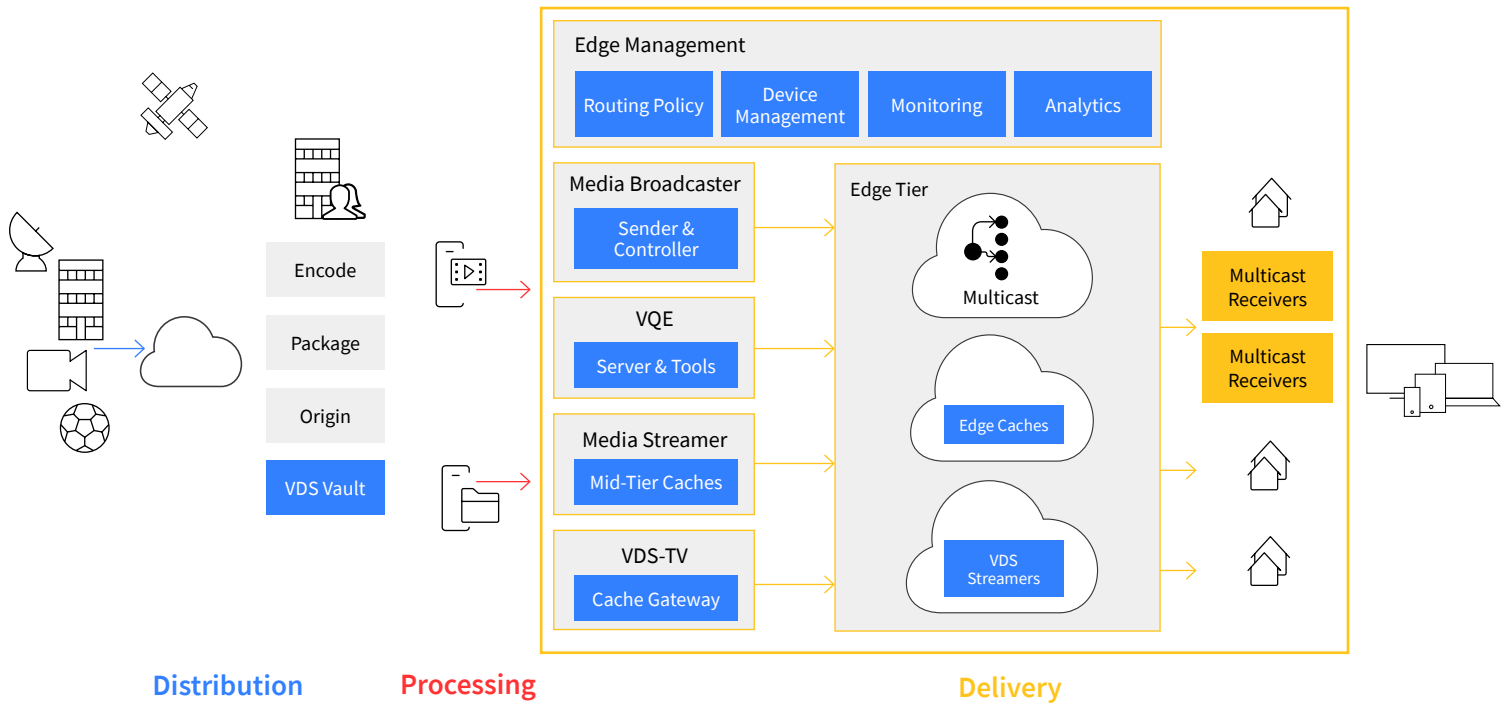
Edge Media Broadcaster is a highly available and scalable solution that supports millions of viewers simultaneously. Given its fast channel change support, low latency, and error correction features, you save on infrastructure costs, while offering the best user experience across all devices.

Thanks to multicast-ABR, the OTT and IPTV worlds no longer have to work in two separate silos, which requires headend infrastructure duplication. Instead, they can rely on a single, converged headend and a single, converged distribution path all the way to the consumer's home. Edge Media Broadcaster lets that happen.

Highlights

- Works with existing ABR distribution infrastructures
- Requires no modifications on streaming devices and players
- Integrates easily with existing CPE
- Enables configuration- and popularity-based multicast/unicast switching
- Corrects errors efficiently via FEC and unicast retransmissions
- Supports existing multicast standards
- Offers standard and customizable real-time analytics and monitoring
- Seamlessly integrates with Synamedia's end-to-end video network portfolio





Features and Benefits



Grow your audience without increasing your costs

- Operate via CDN deployment or multicast-ABR to give you full freedom of choice
- Unify IPTV and OTT worlds to streamline with a single distribution infrastructure
- Leverage existing OTT video headend infrastructures to avoid additional changes
- Stream to mobile devices to increase multicast cost-efficiency



Migrate easily to future-proof multicast-ABR

- Easily integrate in existing CPE to accelerate time to market
- Address existing connected streaming devices to eliminate modifications



Deliver a broadcast-quality user experience to all devices

- Leverage multicast infrastructure to the end-user premises to reach home devices
- Offer low latency, error correction and fast channel change to improve experiences



Simplify operations

- Operate a single distribution infrastructure to deliver to all screens
- Control end-to-end multicast-ABR distribution path via single component to manage operations easily and efficiently
- Utilise advanced monitoring and analytics dashboards to gain insights into your end users

About Synamedia Video Network Solutions

Synamedia's video network solutions enable media, web and pay TV providers to deliver pristine-quality broadcast and broadband video securely over any network to any screen. Anchored by the industry's most comprehensive processing platform and built with high-quality standards, our solutions ensure outstanding performance and reliability for over 1,000 customers worldwide. Synamedia's solution portfolio covers the entire video network chain – from distribution, through processing, to delivery – enabling you to offer outstanding value-added and personalised experiences while saving costs.

Next Steps

Learn more about [Synamedia's video network solutions](#).

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