Synamedia

Gain Visibility and Control Over Your Video Delivery

Video delivery methods for targeting large audiences may vary. But all network operators – from pay TV to Internet streaming providers – are equally focused on providing consumers with a broadcast quality experience. To achieve this, you need a high-performance platform that optimizes localization of your content and isolates network issues in real time to deliver high throughput with low latency. That's why you need Synamedia's EDGE Content Delivery Network (CDN).

Deliver High-Performance Streaming with Confidence

Synamedia's EDGE CDN is a distributed system enabling you to deliver immersive multiscreen video experiences to managed and unmanaged devices across telco, cable and mobile access networks. Flexible and robust, EDGE CDN allows you to scale from a few thousand streams to multi-million-user streaming events, while giving you full visibility and control over video streaming delivery.

Supporting multiple services, including VOD, low latency live, TSTV, cloud DVR streaming, and secure download, EDGE CDN is a reliable, high-performance solution. EDGE CDN comprises two Synamedia streaming products:

- **Media Streamer** is dedicated to delivering live and on-demand unicast.

- **Media Broadcaster** enables live multicast that scales to ensure efficient delivery of popular live events to mass audiences.
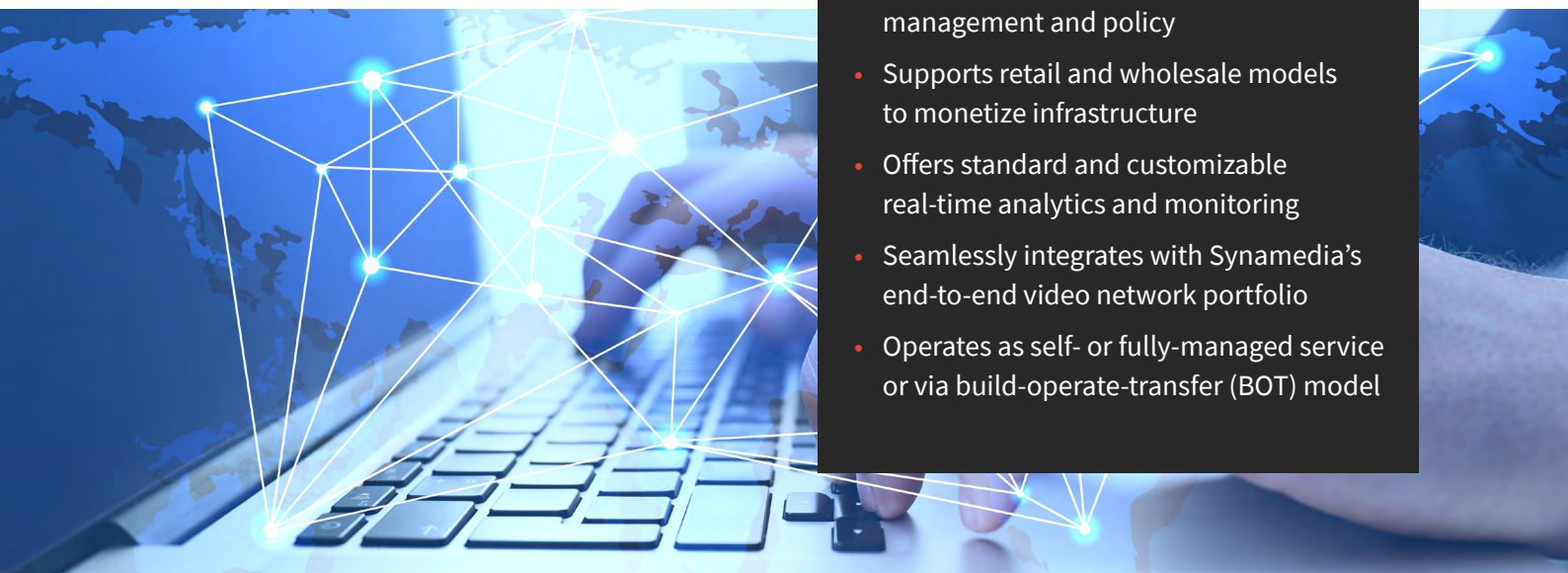
By using the same Synamedia management platform for both unicast and multicast, EDGE CDN lets you set policy for each channel, automatically switching channels between the two methods based on predefined rules.
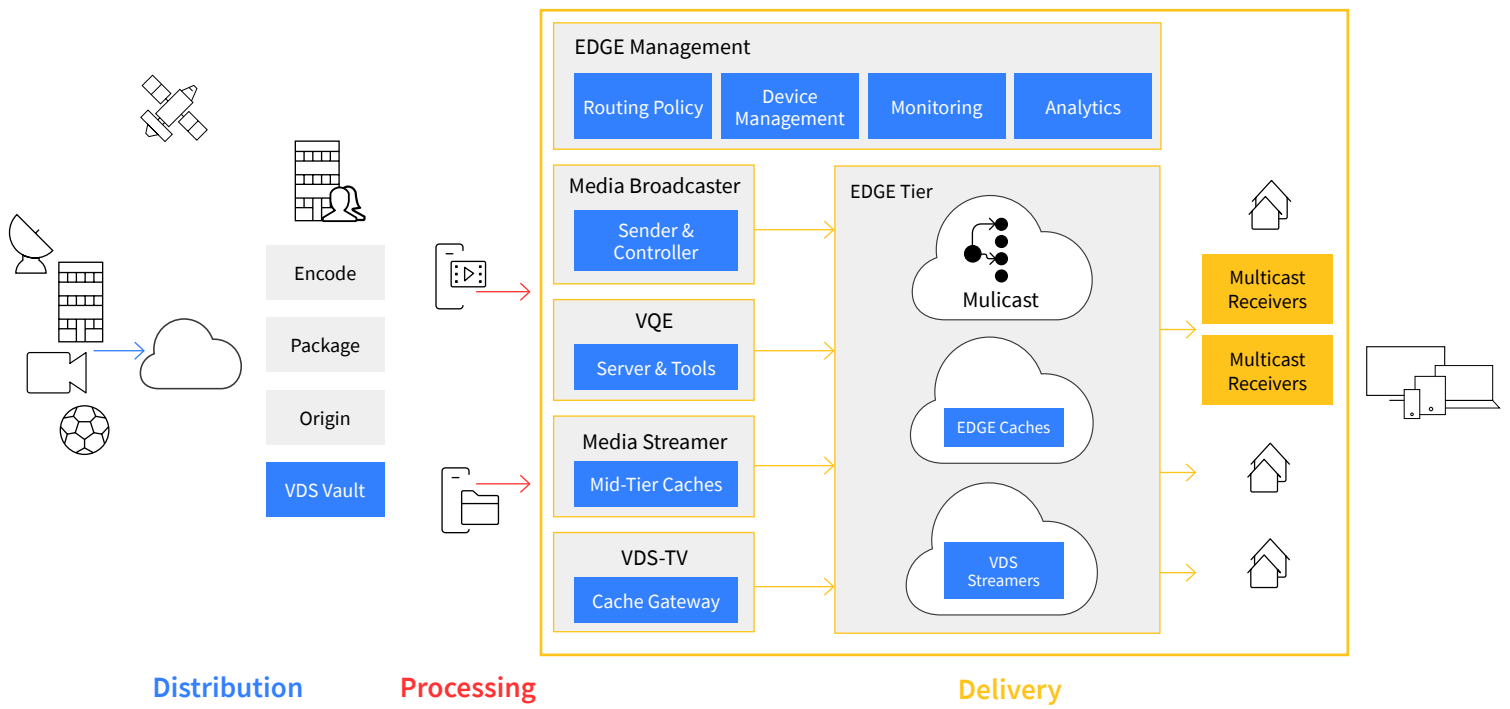
EDGE CDN also features centralized traffic and system management, along with powerful, customizable real-time analytics and monitoring, to help you control operations and the user experience. You can take advantage of the platform's range of preconfigured dashboard and report metrics – such as capacity utilization, viewer distribution, and content popularity – or easily customize your own, as well as send ad hoc queries, for troubleshooting network anomalies.

EDGE CDN supports both retail and wholesale models so that you can deliver your own streaming service or monetize the delivery of third-party OTT streaming. Providing a full-service suite and seamless integration with Synamedia's comprehensive video network portfolio, EDGE CDN gives you market-leading capabilities for streaming delivery.

Highlights

- Enables cost-effective scalability from the smallest to the largest deployments

- Integrates unicast and multicast management and policy

- Supports retail and wholesale models to monetize infrastructure

- Offers standard and customizable real-time analytics and monitoring

- Seamlessly integrates with Synamedia's end-to-end video network portfolio

- Operates as self- or fully-managed service or via build-operate-transfer (BOT) model

Distribution · **Processing** · **Delivery**

Features and Benefits

👁 Maintain visibility and control over video delivery

- Leverage real-time, high-performance management, monitoring, alerts and analytics to improve traffic, operational efficiency and user experience
- Execute unicast-multicast switching to enforce channel policy and seamlessly scale to large audiences
- Use predefined standard graphs and report metrics, or customize them, to gain deep insights and rapidly troubleshoot

💎 Harness flexible offering across small-to-large topologies

- Take advantage of scalability to ensure outstanding performance for mass audiences
- Handle all major adaptive bitrate (ABR) streaming formats across unicast and multicast to provide high-quality video
- Support chunked transfer encoding (CTE) to deliver low latency, broadcast TV-like quality experiences

🤝 Leverage Synamedia service expertise

- Choose from self- to fully-operated service to maintain the right level of operational flexibility
- Opt for build-operate-transfer (BOT) model to gracefully ramp into future in-house operations
- Take advantage of expert care services to receive ongoing, focused assistance

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 personalized experiences while saving costs.

Next Steps

Learn more about Synamedia's video network solutions.

To book a live presentation or for more information, contact us.

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