

Value and Maintain Control Over Your Video Delivery

To lower the total cost of ownership of content delivery to different audiences, network operators need control over two key parameters – latency and traffic management. Now you can experience game-changing content delivery benefits with Synamedia's Scalable Edge CDN solution, Fluid EdgeCDN.

Tailor latency per application by seamlessly transitioning between ultra-low latency for betting, synchronized streams for watch parties, and broadcast-equivalent latency for regular viewing. Leverage sophisticated predictive traffic analysis for seamless offloading to third-party CDNs. And monetize effortlessly with retail and wholesale models. Fully integrated into Synamedia's video network portfolio, Fluid EdgeCDN provides you with unparalleled streaming capabilities and adaptability in today's rapidly changing streaming landscape.

Deliver high-performance streaming with confidence

Synamedia's Fluid EdgeCDN 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, Fluid EdgeCDN allows you to scale from a few thousand streams to multi-million-user streaming events, while giving you full visibility and control over video delivery.

Supporting multiple services, including VOD, low latency live, TSTV, cloud DVR streaming, and secure download, Fluid EdgeCDN is a reliable high-performance and secure media delivery solution.

Monitor traffic to ensure high quality of service

Fluid EdgeCDN features powerful, customizable real-time analytics and monitoring to help you control operations and quality of service. Take advantage of the platform's range of preconfigured dashboard and report metrics – including capacity utilization, viewer distribution, and content popularity – or easily customize your own metrics and send ad hoc queries to troubleshoot network anomalies. Fluid EdgeCDN also supports the recent CMCD specification for quality of experience (QoE) monitoring.

Don't compromise on security

With content and service theft on the rise, Fluid EdgeCDN keeps pace with updated security standards, tokens and watermarking, and is hardened with the latest security patches.

Choose the right streaming protocol based on latency

Fluid EdgeCDN supports multiple streaming protocols, including DASH-LL/HLS, HESP, and WebRTC, enabling you to choose the streaming protocol that best matches your latency target. By leveraging your unique infrastructure while maintaining your same control and monitoring tools, you can switch seamlessly between different latency modes. These include ultra-low latency for betting, synchronized streams and low latency for watch parties, and broadcast-equivalent latency for regular viewing.

Optimize performance with peak offloading

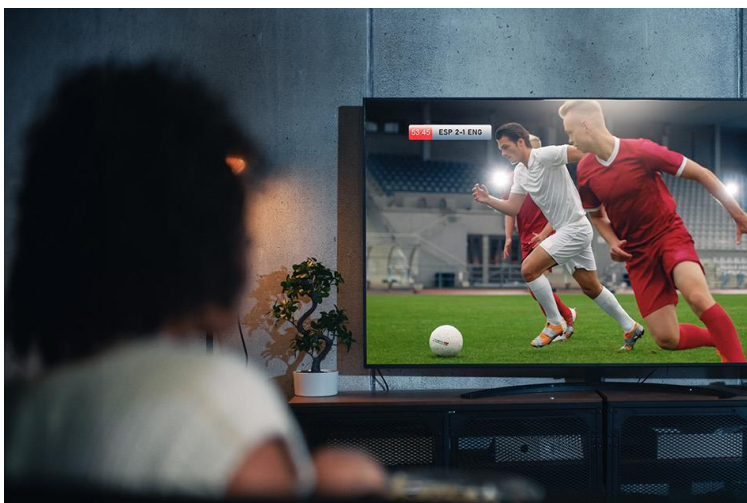
The innovative solution also optimizes telco-CDN cost of ownership via peak offloading. When demand exceeds capacity, Fluid EdgeCDN uses cache server instances in local data centers (from cloud providers or other partners) to increase its footprint and meet demand. The mechanism ensures substantial cost savings, while yielding efficient infrastructure investments, enhanced throughput commitment, and optimal hardware resource utilization.

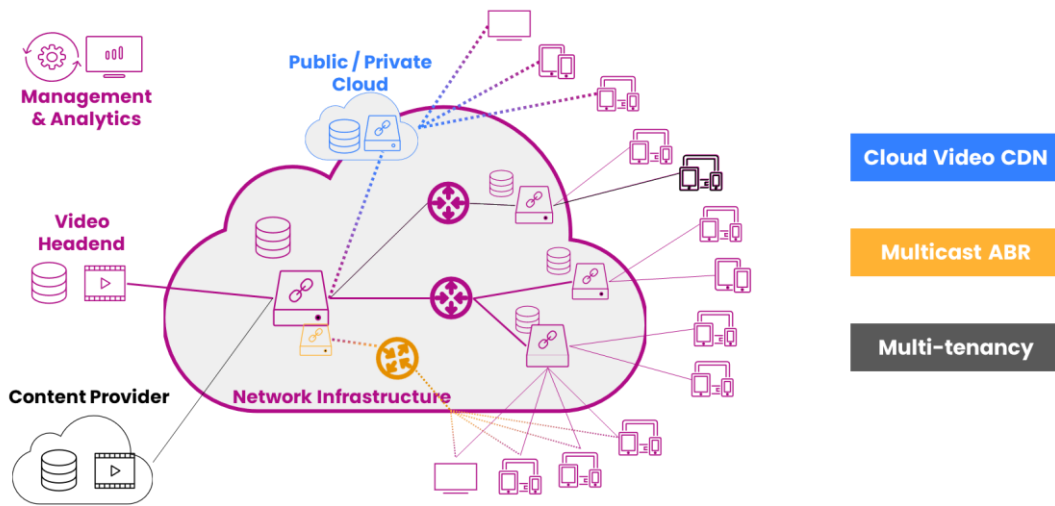
Monetize by onboarding third-party streaming

Fluid EdgeCDN supports both retail and wholesale models so you can deliver your own streaming service or monetize the delivery of third-party OTT streaming.

Highlights

- Scales up and down, while maximizing Gbps per watts
- Offers native support of retail and wholesale models for monetizing CDN
- Delivers up to 25% savings by offloading traffic and controlling infrastructure investments
- Features watermarking and common access token (CAT) security to fight piracy
- Improves quality of service with real-time analytics from a CDN and from clients
- Comes with managed service options that leverage Synamedia's expertise





Features and Benefits



Cover multi-tenancy and CDN wholesale scenarios

- Maintain dedicated access to CDN configuration and analytics to enable control
- Use open-caching interface to automate configuration and traffic negotiation until delivery



Monitor quality of service and maintain control over video delivery

- Leverage real-time, high-performance management, monitoring, alerts, and analytics to improve quality of service
- Use predefined standard graphs and report metrics or customize your own metrics to gain deep insights and rapidly troubleshoot
- Meet the recent CMCD specification to receive client analytics



Ensure highly secure delivery

- Use the latest generation of security tokens to stay one step ahead of hackers
- Use A/B watermarking to blacklist pirates
- Add the most recent security patches to keep your video delivery secure continuously



Harness flexible offering across small-to-large topologies

- Take advantage of scalability to ensure outstanding performance for mass audiences
- Support Low Latency HLS and Dash Low Latency to deliver content at broadcast TV-like quality experiences
- Handle all major adaptive bitrate (ABR) streaming formats across unicast and multicast to provide high-quality video



Leverage Synamedia service expertise

- Choose from self- to fully-operated service to maintain right level of operational flexibility
- Opt for build-operate-transfer (BOT) model to ramp up in-house operations gracefully
- Take advantage of expert care services to receive ongoing, focused assistance
- Seamlessly integrate with Synamedia's end-to-end video network portfolio to streamline your service

About Synamedia Video Network Solutions

Synamedia is a leading global provider of video distribution, streaming, processing, and network delivery solutions for content owners and service providers. Our comprehensive, cloud-based SaaS and managed service solutions and software products enable customers to manage OTT media streaming and broadcast workflows, secure video content and services, and deliver premium user experiences across all screens. Leveraging expert know-how and 30-plus years of experience for over 1,000 customers worldwide, Synamedia helps video businesses launch, monetize and scale services across all devices to capture a greater share of the consumer video wallet.

Next Steps

Learn more about **Synamedia Video Network solutions.**

For more information, **contact us.**