

EBU FLOW MULTI-CDN

Overview

In 2014, 2% of the UK Public Service Media viewing time was via online and mobile delivery; delivering these programmes consumed 14% of their distribution budgets. What happens if this audience grows to 20% in the future?

Content providers are facing increasing costs to deliver their live and on demand video/audio content to their customers over IP. To meet expectations of their audiences they need to deliver high performance service anywhere, anytime and on any device.

EBU Flow is a Multi-CDN project and helps to eliminate the two contradictory problems of increasing costs and delivering higher performance at the same time. The Multi-CDN service allows the content provider to deliver an efficient performance through selecting the best delivery route whilst reducing costs.

The EBU is proposing a new Multi-CDN project to help customers deliver content reliably over the internet in a cost-effective manner. The EBU Flow has two main objectives: to improve the quality of online delivery, and to reduce the costs that customers are facing. The EBU has identified Multi-CDN as the basis for its service; interviews with its Members and engagement with the industry has shown that “there is a consensus in the industry that a Multi-CDN is necessary to meet the demand of growing video expansions regionally and in terms of throughputs”.



BLOCK DIAGRAM SERVICES PROVIDED BY EBU

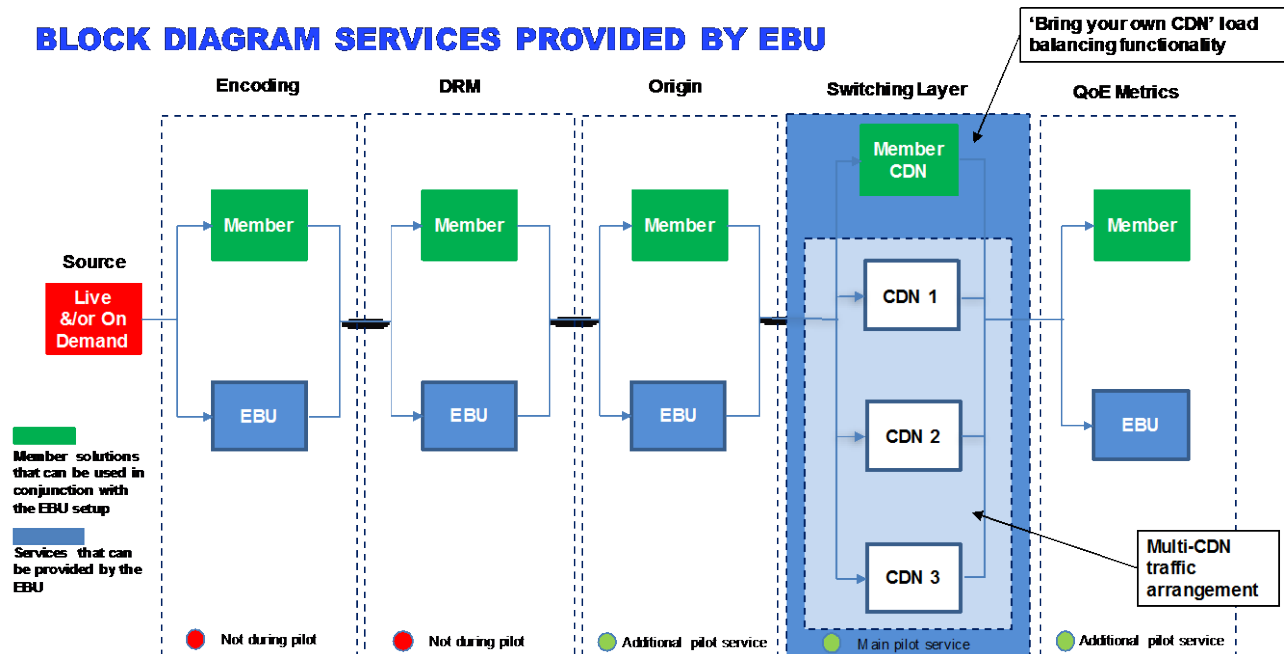


Figure 1: Content delivery service presenting content providers options on participation

The EBU Flow will provide a Multi-CDN platform, comprising a number of different elements:

- CDN capacity from a range of commercial suppliers integrated into a single redundant solution for live and on demand video/audio.
- An EBU switching layer across different CDN suppliers, allowing customers to use CDN capacity in a more flexible manner.
- Integration of CDN providers to provide a single integration point for customers, reducing the administration for on-boarding new CDNs.

Key messages

- Higher quality for online delivery – ability to switch between CDNs based on performance.
- Better value for money – economies of scale.
- Increased redundancy – access to Multiple CDNs.
- Access to new technology – access to switching technology, advanced metrics and future platform development.
- Access to integrated value added services - metrics, origin services and transcoding.
- Long term strategic advantages.

Related information

- <https://tech.ebu.ch/flow>
- Mail to: flow@ebu.ch

Key contact at EBU

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