



How to perfect your storage for streaming content

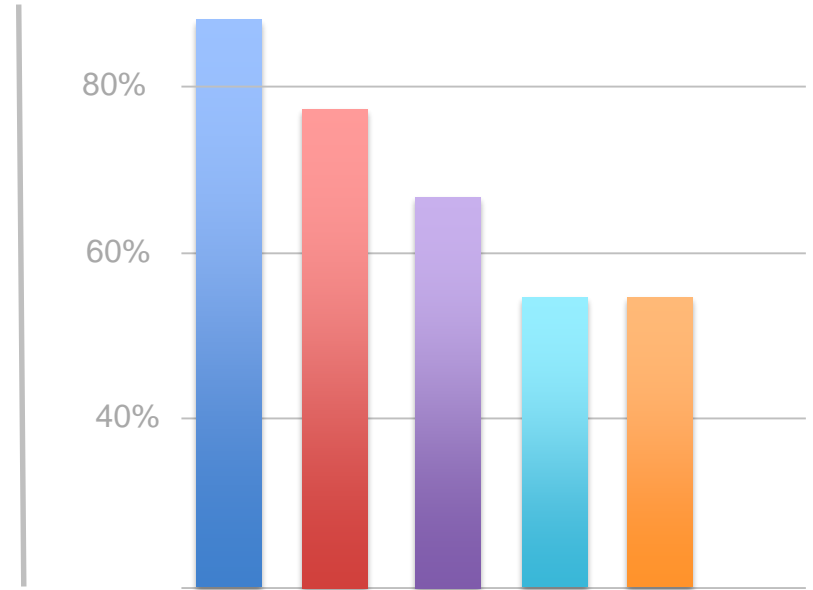
Unified Streaming SU10826

Top 5 headaches going OTT



1. **Content protection (DRM)**
2. **Scaling and performance**
3. **Storage**
4. **Players**
5. **Monetization**

** Result survey Unified Streaming Customer base (2015)*



Helping to create loyal viewers



HBO®

maxdome

dailymotion

B B C

QUICKPLAY™

globo
.com

Package all content for HBO-GO

Biggest German VOD portal (60K titles)

All live channels (events, games)

All streams for iPlayer (audio/video)

500 live channels for ATT

VOD for GloboPlay and Globo.com

Use case 1 - live streaming



Stream live event(s) or linear channel(s)

Everybody is watching same content

Scalable – add caching

Recording – storage centric



Use case 2 - video on demand

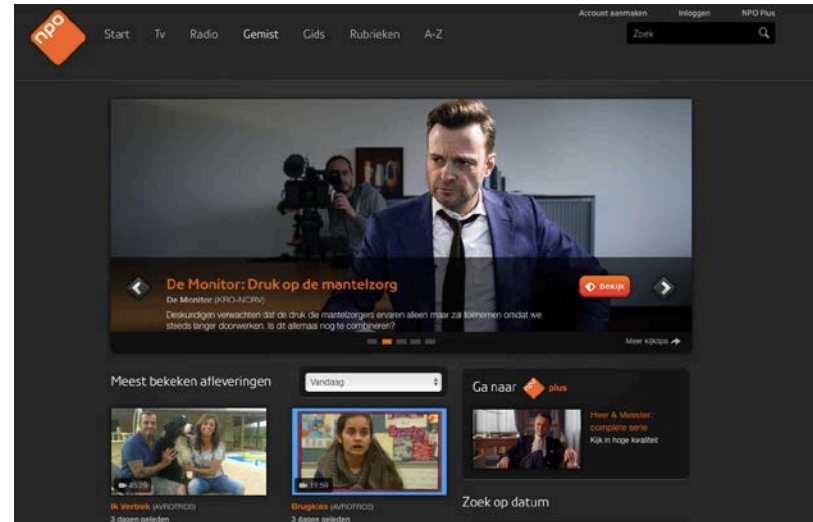


Streaming movies, series

80/20 rule – popular/longtail

Hard to cache

Storage centric



Trends - challenges



Bigger screen - more data

Differentiate - catch up TV – restart TV

Accelerate time to publish

Increased cost of distribution



Take control of content delivery

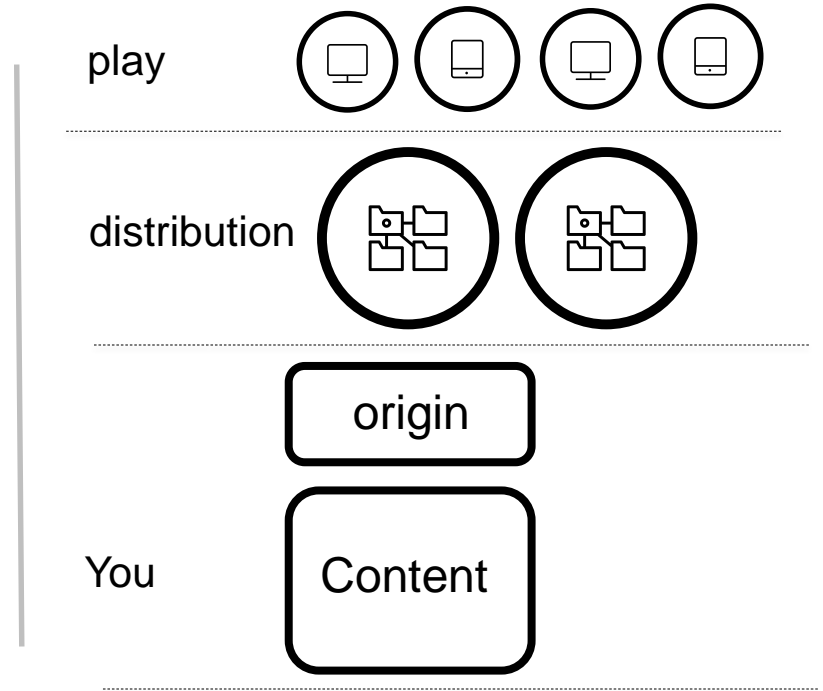


Just in time delivery by Origin server

Cache only what is requested

Accelerate time to publish

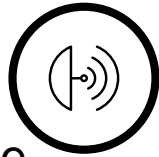
Balance cost of distribution



Perfecting your storage



Live streaming



Very good cache-able

Ingesting streams requires high disk i/o and fast network

Recorded live stream on fast disk to fulfill request quickly

Deep archive requires scalable storage

Key take-aways



Run your own Origin server

Storage is crucial to success

VOD is not Life

Come talks to us!

