

# STREAMROOT DNA™

## CASE STUDY: WORLD CUP 2018

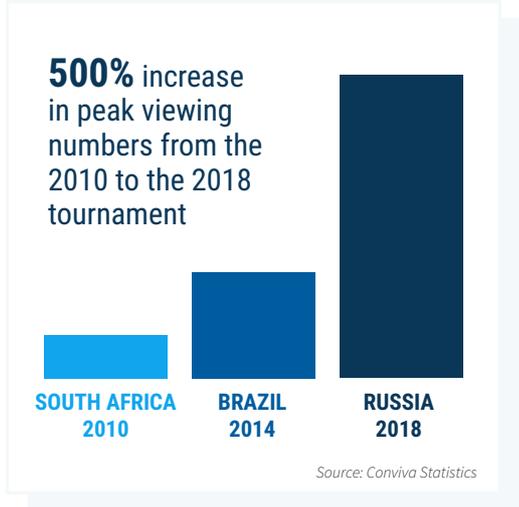


FIFA WORLD CUP  
RUSSIA 2018

## World Cup, an unprecedented live sports event

World Cup 2018 broke all streaming records, as broadcasters around the globe faced unprecedented demand on digital platforms. The bandwidth required to deliver this year's event surpassed the 2014 edition only ten days into the tournament, and peak online traffic nearly quadrupled (24 Tbps vs. 7 Tbps in 2014) as millions tuned in on laptops, mobile devices and connected TVs.

While an important milestone for online video, these huge numbers posed a great challenge for broadcasters. Existing internet infrastructure struggled under the weight of this massive influx, and the threat of server saturation and bottlenecks was never greater.



“ **Scaling to TV-size audiences on a digital platform – while maintaining the same quality standards – requires more than simply adding servers. It calls for a groundbreaking solution. Streamroot offers the elasticity that we need to scale to hit primetime content and the world’s largest sporting events with ease.** ”

Nicolas Theraroz, CTO of e-TF1



## Rising to the streaming challenge

To scale to the colossal growth and safeguard against outages, several premier rights-holding national broadcasters turned to Streamroot’s hybrid delivery for continued premium quality throughout the tournament. The results shown below include TF1, the largest French free-to-air broadcaster & leading European media group, as well as other national European channels, and national television networks in Chile and Colombia.

Streamroot’s peer-accelerated delivery technology rethinks the traditional viewer-server model to increase capacity and eliminate the risk of server saturation. It securely multi-sources video from both CDNs and nearby devices watching the same content, providing a flexible mesh network on top of CDN delivery.

## Streamroot World Cup Performance

Streamroot ensured 100% uptime delivery for the entire tournament, offering broadcasters the reliability needed for this historic event. During the World Cup, nearly 20 million viewers watched games via Streamroot. We offloaded over 1.26 Tbps from the global content delivery infrastructure, safeguarding against CDN congestion and providing a smoother streaming experience to football fans across the world. As illustrated in the graphic of the Final on the next page, Streamroot delivered 72% of broadcasters’ total traffic during the World Cup.

19.7M

VIEWERS ON STREAMROOT

1.26Tbps

CDN BANDWIDTH OFFLOADED ON PEAK

2.8Mbps

AVERAGE BITRATE WATCHED WITH STREAMROOT

x20

CAPACITY VS. AVERAGE TRAFFIC

## World Cup Final

FRANCE



4

VS.

CROATIA

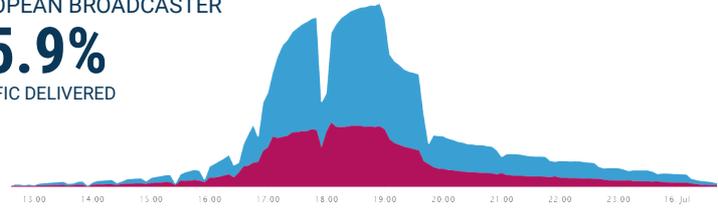


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EUROPEAN BROADCASTER

**65.9%**

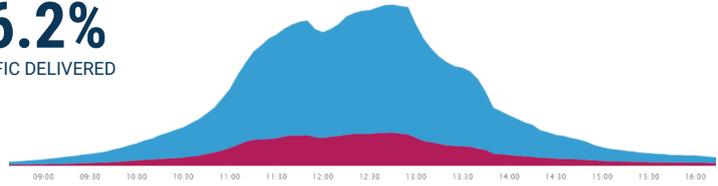
TRAFFIC DELIVERED



LATAM BROADCASTER

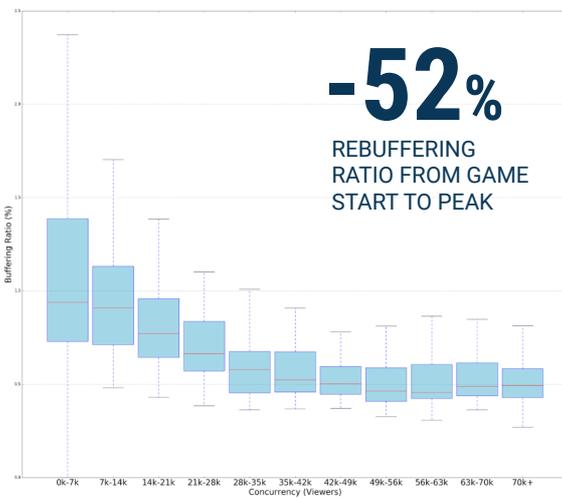
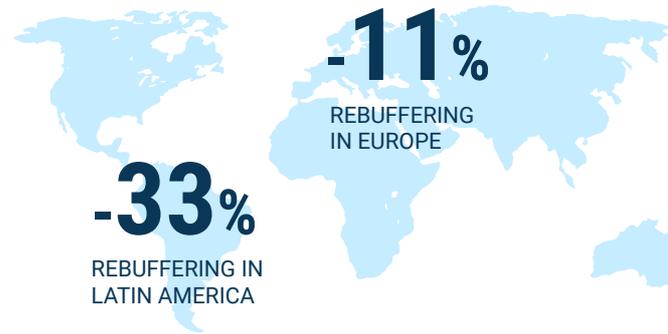
**76.2%**

TRAFFIC DELIVERED



## A better quality streaming experience

In addition to supplying the flexible capacity so critical for the World Cup, Streamroot also improved streaming quality. Streamroot DNA™ proprietary matching algorithms intelligently leverage user location, internet service provider, as well as network topology, device and bitrate to determine the fastest and most efficient connections for each and every viewer. Viewers using Streamroot experienced 11% less rebuffering in Europe, and 33% less rebuffering in LATAM.



In addition to overall lower buffering rates, platforms using Streamroot see that rebuffering decreases the more viewers tune in. While traditional CDN delivery buckles under the weight of millions of simultaneous connections, Streamroot DNA™ only grows stronger.

Streamroot micro-caching on devices means that more segments across all formats and bitrates are available to the network. We are therefore able to offer more content, closer to the edge for faster downloads and much greater regional capacity. QOS gains rise as more devices connect to the stream, demonstrating the power of Streamroot delivery to ensure top quality when you need it most: during traffic spikes.

To see how your platform can scale to World Cup audiences, contact us for a free trial today.



Streamroot is a leading provider of cross-platform distributed OTT delivery technologies for media groups, content publishers and enterprise customers. Powering over 20 million video sessions every day, Streamroot's Distributed Network Architecture - Streamroot DNA™ - offers broadcasters a key competitive advantage through improved quality of service, greater audience reach and infinite delivery capacity with zero infrastructure investment. Streamroot is supported on web and mobile platforms, as well as Android and iOS set-top boxes for the broadest user coverage on the market.

For more information or to try Streamroot DNA™ visit [streamroot.io](https://streamroot.io).



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