

# EQUINIX CUSTOMER SUCCESS STORY

## US CONSUMER VIDEO SERVICE PROVIDER

MEDIA AND ENTERTAINMENT

## Leading over-the-top (OTT) provider launches high-performance cloud DVR

Leverages the advantages of Platform Equinix® and expands digital edge to optimize application performance

### Challenges

A major U.S.-based, on-demand and streaming OTT video operator needed world-class, secure, reliable facilities and interconnection to many networks and clouds to deploy a next-generation consumer video storage and playback service for millions of subscribers.

The company's services operate through cloud digital video recording (DVR), a video recording, storage and playback service deployed from the OTT operator's network to subscribers. Using this service, subscribers can record, timeshift, placeshift and playout streamed content and shows. Then, the recorded shows can be watched anywhere, on any authorized and authenticated device, at any time. The challenges associated with cloud-based DVR services include:

- **Maintaining performance levels** is critical. Low latency is mandatory to optimize throughput and enhance consumer experience, and interconnection to a multiplicity of networks is necessary to reach subscribers wherever they choose to view the recorded programming
- **Security** is paramount, as content owners require OTT streamers and multichannel video programming distributors to ensure that the content stored and rendered is secure and delivered only to target devices that have been authenticated and authorized for specific subscriber home accounts
- **Storage** is a concern, as, legally, recordings can't be shared, and a single unique copy must be saved for each individual user. The traditional data center infrastructure required for this kind of volume is complex and difficult to maintain. For example, a telecom operator with 1,000,000+ subscribers can have requirements for 330 petabytes of data. This kind of volume is complex and difficult to maintain

### Business overview

**Industry**  
Media

### Vertical

Media and entertainment, broadcasting and distribution

### Sub-vertical

Equinix Media Cloud Ecosystem for Entertainment (EMCEE™)

### Business purpose

Provides high-quality video programming to paying subscribers which can be consumed on laptops, mobile devices and select app-enabled, Android-based set top boxes (STBs)

### Size

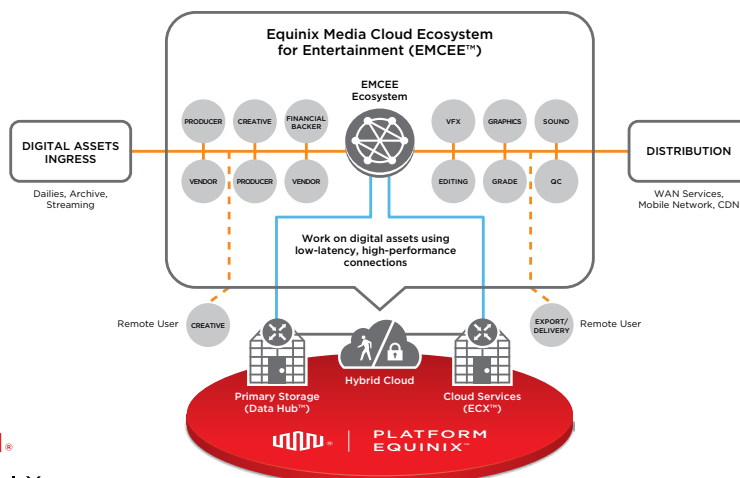
~250 employees

### Customers

2.2M+ subscribers in the U.S.

### Headquarters and Locations

U.S.-based, with predominant customer base in the U.S.



## Solution

The video service provider looked to Equinix, a global leader in interconnection, to help it expand its services and deliver the performance, scalability and security it needed to meet its business goals with:

- Equinix Performance Hub™, which provides direct, secure connections to networks and cloud providers, and brings IT resources to the digital edge, where the physical and virtual worlds meet
- Equinix Cloud Exchange Fabric™ (ECX Fabric), offering direct, on-demand, scalable access to cloud services worldwide
- Equinix Data Hub™, a solution that reduces the demand for expensive bandwidth and eliminates the risk of exposing data to security attacks while in transit
- Interconnection, deployed via an Interconnection Oriented Architecture™ (IOA™) strategy on Platform Equinix. This allows it to deploy, directly connect to and scale infrastructure where everything is within reach—to the people, locations, clouds and data needed for success
- Platform Equinix, the global platform for content creation and distribution, which provides the tools to design, deploy and tailor new interconnection and data models at the digital edge
- Dense and thriving industry ecosystems
- IP peering
- Network density
- Access to cloud service providers

Additionally, Equinix Global Solutions Architects™ (GSAs) worked with the company in initial and subsequent engagements for sale, and will be used in further deployments.

## Why Equinix

The Equinix Ashburn location is the most highly-networked facility in the U.S., with 200+ providers. It is a strategic communications hub for the eastern United States, a major communications gateway to Europe and the largest IP peering point in North America. Nine of the top 10 global CDNs are located there, and the facility is home to one of three GRX peering locations in the world. The customer needed to interconnect and peer with multiple NSPs and deliver high-quality video and cloud DVR services to hundreds of thousands of subscribers on the East Coast with a high level of reliability, resiliency, security and throughput.

## Benefits and business results

The Equinix advanced portfolio of digital services and ecosystems empowered the company to expand its services offering, setting a foundation for future growth with:

- IP peering, which reduced costs
- Access to multiple NSPs, creating needed redundancy and entrée to millions of consumer endpoints and mobile subscribers
- The use of Data Hub, which provided contiguous space to store, manage and analyze data for customer viewing recommendations and QoS delivery

## Workloads enabled

- Data management
- Subscriber recommendations
- Secure storage
- Hybrid cloud
- Low-latency video delivery

## About Equinix

Equinix, Inc. (Nasdaq: EQIX) connects the world's leading businesses to their customers, employees and partners inside the most-interconnected data centers. In 48 markets across five continents, Equinix is where companies come together to realize new opportunities and accelerate their business, IT and cloud strategies. In a digital economy where enterprise business models are increasingly interdependent, interconnection is essential to success. Equinix operates the only global interconnection platform, sparking new opportunities that are only possible when companies come together.

Learn more at [Equinix.com](https://www.equinix.com)

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