



Case Studies

AppEx Video Streaming Acceleration





Introduction

AppEx was founded in 2007 and has focused on the streaming market for many years. We have had great success Internationally helping clouds, CDNs and streaming companies improve the user experience from their infrastructure to help enable content creators to deliver their content globally. The popularity of wireless devices has increased the pressure on content delivery companies to ensure that the users have a good experience.

LotServer software deployed on streaming servers helps to load videos faster and drastically reduce or eliminate “buffering interruptions” while viewing live streaming or download and play (VOD).

Following are some real life examples of use cases that help show the benefits of the **AppEx Bufferless Video Streaming Solution**:

Case Studies

Case Study # 1 - Online Video



On April 25, 2014, IQIYI, one of the leading online video service providers in China, deployed AppEx LotServer software to improve its video streaming performance. IQIYI is currently the largest video site in China. PPS, one of the subsidiaries of IQIYI Corporation, had been using LotServer software for accelerated network television delivery since 2011 and were happy with the improvement.

Through the deployment of LotServer, the percentage of users who experienced video interruptions decreased from 20% to 13% and the average transmission rate of video synchronization among video servers increased from 16Mbps to 48Mbps.

Impressed by the ease of implementation and the effectiveness of LotServer, IQIYI has deployed 2500 AppEx LotServer licenses for its web servers across the country.

Figure 1 shows that the real-time Sync rate between video servers was significantly improved when AppEx LotServer software was deployed.

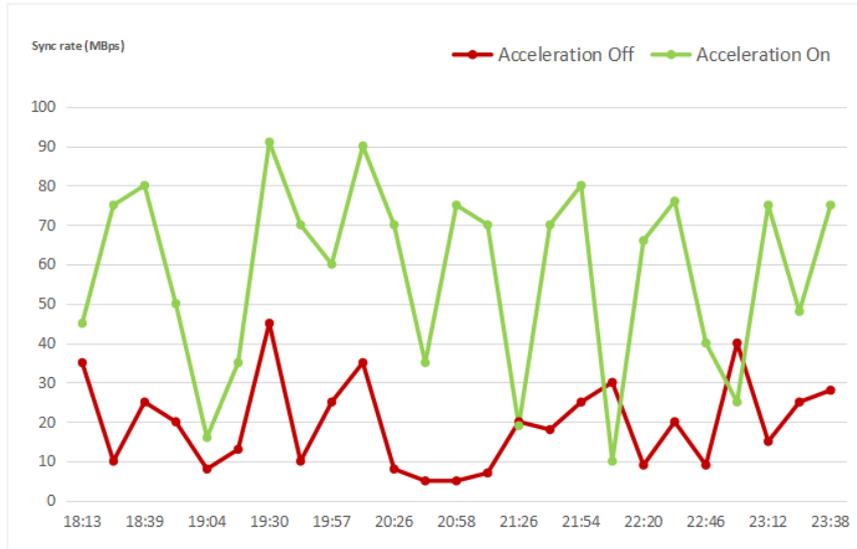


Figure 1: Real-time Sync rate comparisons

Figure 2 indicates the re-buffering rate of IQIYI online video was reduced significantly when AppEx LotServer software was being used.

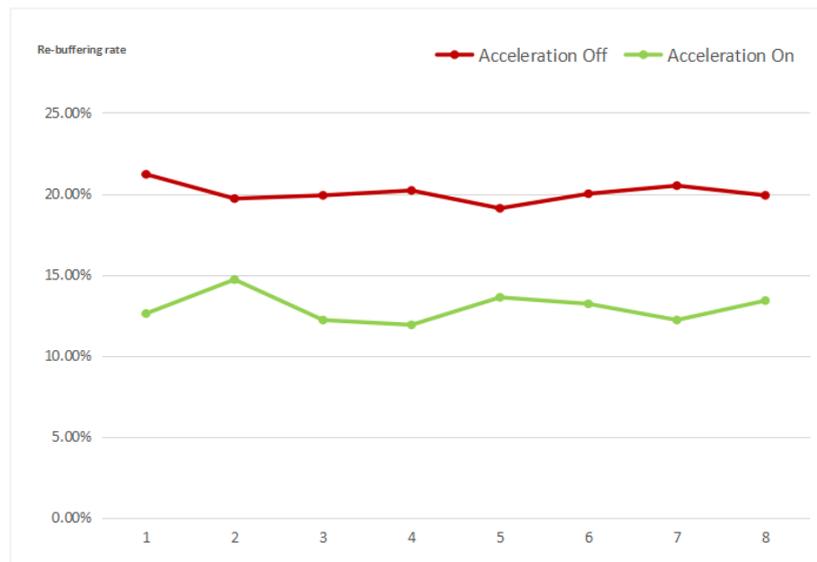


Figure 2: Real-time re-buffering rate comparison

- About IQIYI

Headquartered in Beijing, China, IQIYI is an online video platform with over 10 million members. IQIYI is actively involved in delivering professional video services by innovating product, technology, content and marketing.

For more information about IQIYI, please visit: <http://www.iqiyi.com>.

Case Study # 2 - Streaming



In 2016, Letv selected the AppEx Bufferless Video Streaming solution to boost the performance of its cloud-based video platform - Letv Cloud. According to Letv, deploying LotServer on the CDN architecture at the origin and on the edge increased the synchronization efficiency among video servers, which significantly improved users' viewing experience. Figure 3 shows the throughput transmission 56% throughput rate improvement of the video streams after the deployment of LotServer.

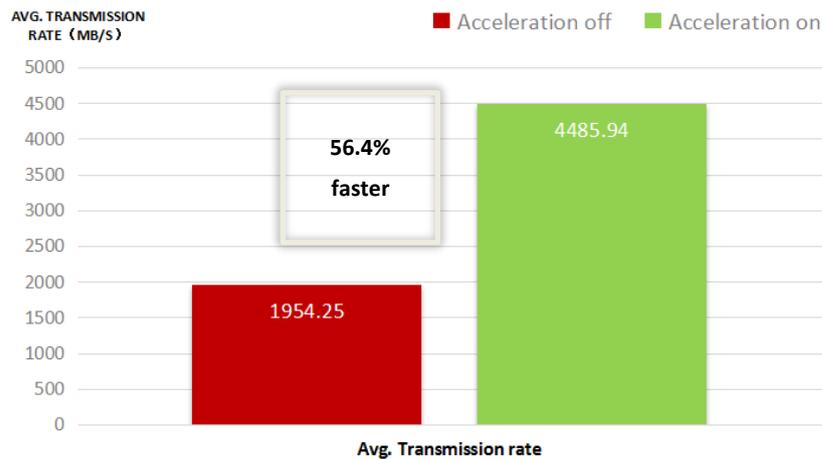


Figure 3: Average Transmission rate comparison

● About Letv Cloud

Letv Cloud, a cloud-based video platform created by Letv, provides Video on Demand, cloud live, and content delivery network services and solutions which cover variety of sectors, including broadcasting and TV, e-commerce, education, media, animation, and smart home. Letv Cloud has over 400 CDN nodes globally and its total outbound bandwidth reaches over 6Tbps up to this point.

For more information about Letv, please visit: <http://www.le.com/>.

Use Case # 3 –Streaming



In 2012, China Network Television (CNTV), a national web-based TV broadcaster, started on the deployment of AppEx LotServer software to optimize its live streaming performance. LotServer was deployed on CNTV's edge servers to solve the video interruptions and slow dynamic content delivery. According to the test results, AppEx Learning-Based Acceleration™ technology significantly reduced the initial load time and minimized the buffering rate of CNTV's live streaming. Users saw a noticeable difference in their viewing experience.

- About CNTV

Launched on December 28, 2009, China Network Television (CNTV) is a national web-based TV broadcaster and provides its users with a globalized and multilingual video services. CNTV's multi-client architecture also enables its users to enjoy diverse services like live video, VoD, file upload, etc. CNTV's network currently covers over 190 countries and regions.

For more information about CNTV, please visit: <http://www.cctv.com/>.

Use Case # 4 – Electronic Surveillance Video



Ulucu, a video surveillance solution provider in China, selected AppEx Video Streaming acceleration solution to improve real-time video streaming performance between its IP cameras and client software. AppEx deployed LotServer software on ulucu's cloud video servers to eliminate the network latency, packet loss and jitter problems which caused low video streaming efficiency and poor resolution on the video feed. AppEx LotServer software guaranteed better quality resolution, less interruptions and higher availability of the real-time video surveillance service. Figure 4

shows the dramatic improvement LotServer delivered, improving the overall real-time video streaming experience.

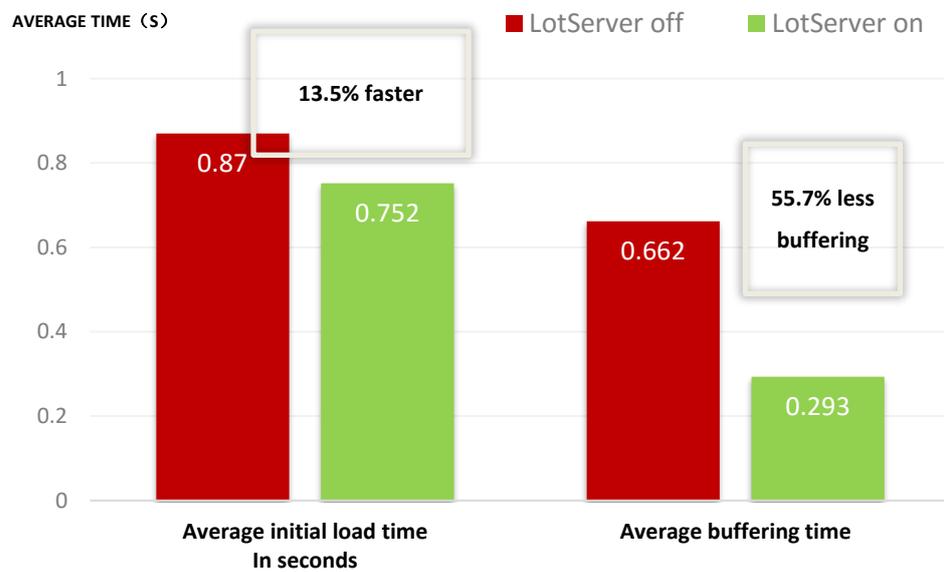


Figure 4: Video performance comparison

- About ulucu

Headquartered in Shanghai, ulucu is dedicated to cloud-based video surveillance products and solutions. Ulucu currently is serving over 140 thousand users covering many industries, including restaurants, chain stores, supermarkets, pharmacies, hotels, etc. Through its cloud-based servers, ulucu provides high-quality video services like real-time video surveillance, video replay and download for its users.

For more information about ulucu, please visit: <http://www.ulucu.com/>

Summary

AppEx LotServer technology is a proven solution that has been deployed in many leading CDNs, clouds and streaming infrastructures to address slow initial load times and buffering interruptions for videos and live streaming. Well-known international companies trust AppEx to deliver their streaming and video content across the Internet and wireless networks to maximize the user experience.

LotServer is easy to deploy and test – why not give it a try?



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For a free trial of LotServer:

download.appexnetworks.com