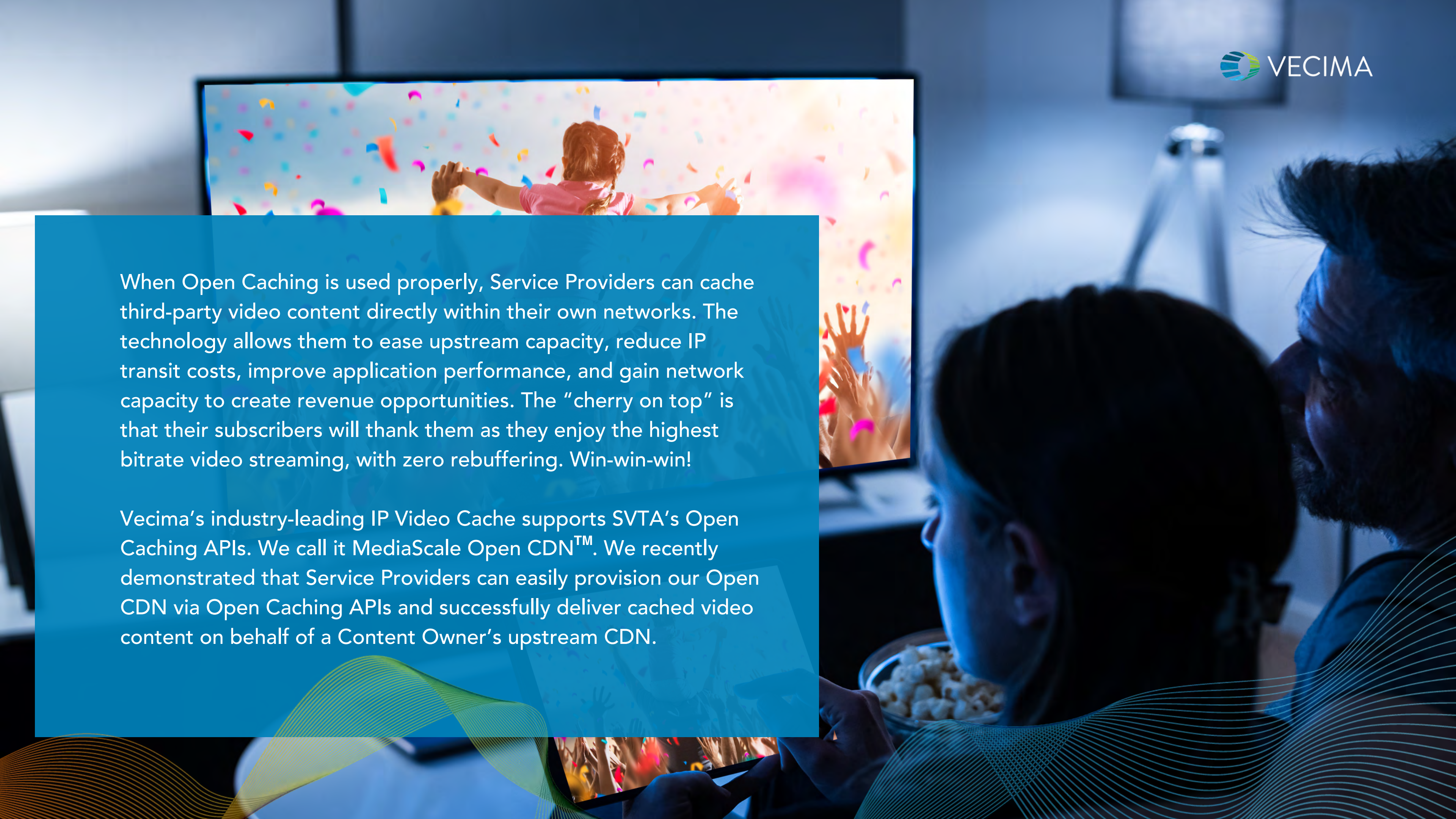VECIMA

Top 6 Open Caching Benefits for Content Owners

Vecima's MediaScale Open CDN™ solution is a win for Content Owners and Service Providers

Streaming video subscribers demand the highest-quality video experiences and often blame Content Owners or their Service Providers when they have poor experiences. With strained networks, Service Providers and Content Owners are looking for future-proof ways to manage the continuing surges in video streaming demand, and potentially generate revenue opportunities along with these solutions.

Open Caching is a nonproprietary API specification that members of the Streaming Video Technology Alliance (SVTA) developed. It standardizes the way Content Owners and Content Delivery Networks (CDNs) communicate, so Content Owners can use the same API to provision and cache their content across multiple CDNs. For CDNs and Service Providers, it means that a single industry standard configuration API is all that's required to be immediately compatible with any upstream Content Owner.

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Streaming Video Technology Alliance

When Open Caching is used properly, Service Providers can cache third-party video content directly within their own networks. The technology allows them to ease upstream capacity, reduce IP transit costs, improve application performance, and gain network capacity to create revenue opportunities. The "cherry on top" is that their subscribers will thank them as they enjoy the highest bitrate video streaming, with zero rebuffering. Win-win-win!

Vecima's industry-leading IP Video Cache supports SVTA's Open Caching APIs. We call it MediaScale Open CDN™. We recently demonstrated that Service Providers can easily provision our Open CDN via Open Caching APIs and successfully deliver cached video content on behalf of a Content Owner's upstream CDN.

How Open Caching works

Without Open Caching, video viewers in a typical network architecture must wait for video data to be delivered from the Content Owner's origin server, passed through a public CDN, and finally transited across their Service Provider's networks into their homes. All that data transiting invites congestion, cost, latency, and the dreaded rebuffering of video for viewers.
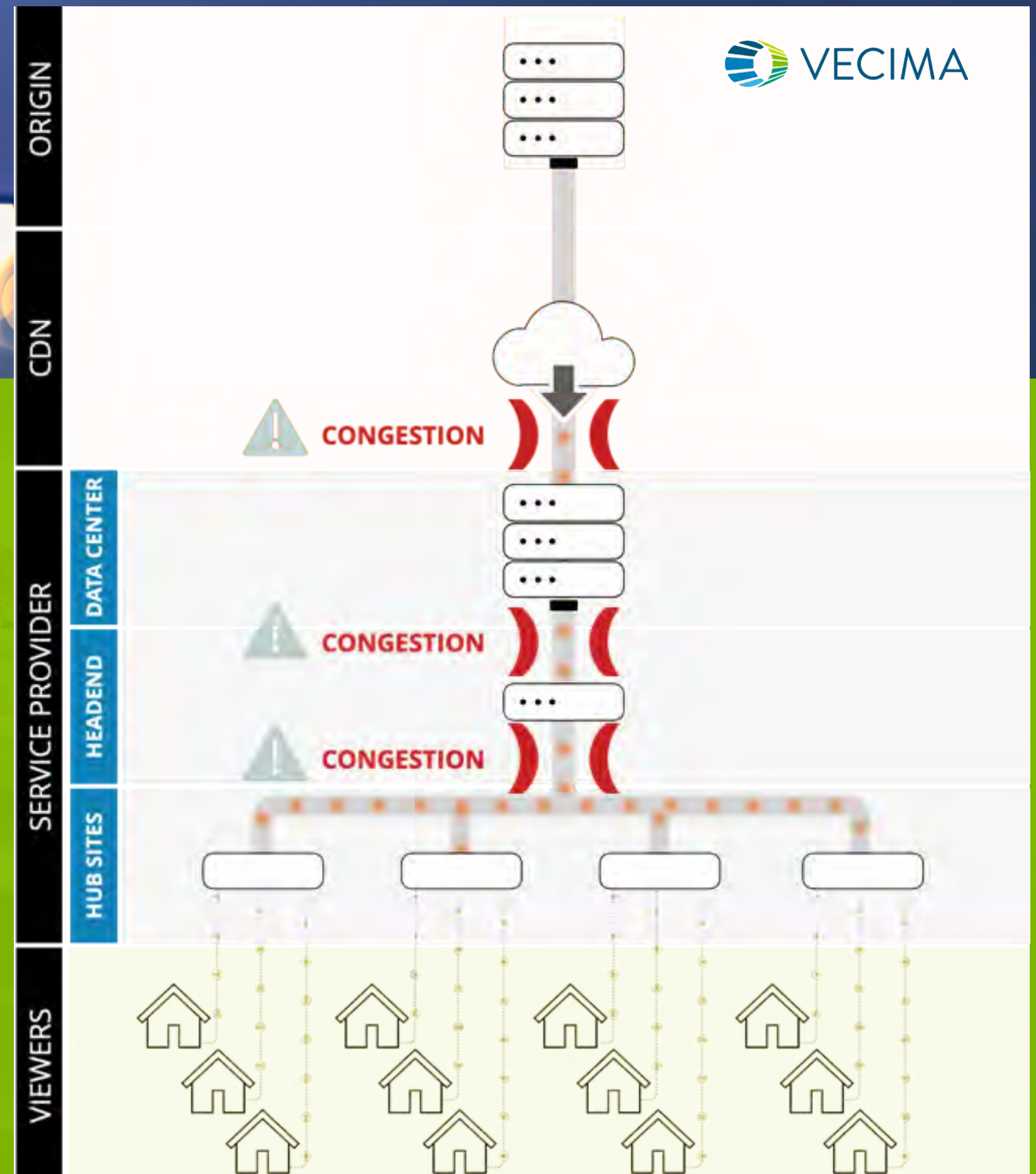

Figure 1 – Typical congestion when transiting third-party video content through a Service Provider's network.

Instead, by deploying Vecima's Open CDN within a Service Provider's network and making that resource available to Content Owners, Service Providers and Content Owners can both avoid most of those overhead costs.

- The Open CDN Edge Cache and Open CDN Manager are installed in Service Providers' hub sites and data centers.
- Unlike the process today, with Open CDN, the Content Owner only terminates into the Service Provider's network once.
- That content is cataloged and cached, reducing the CDN traffic on the network backbone, and therefore, reduces congestion.
- Content – cached at the edge of the network – is then delivered at measurably higher quality, improving the viewer experience and customer loyalty.
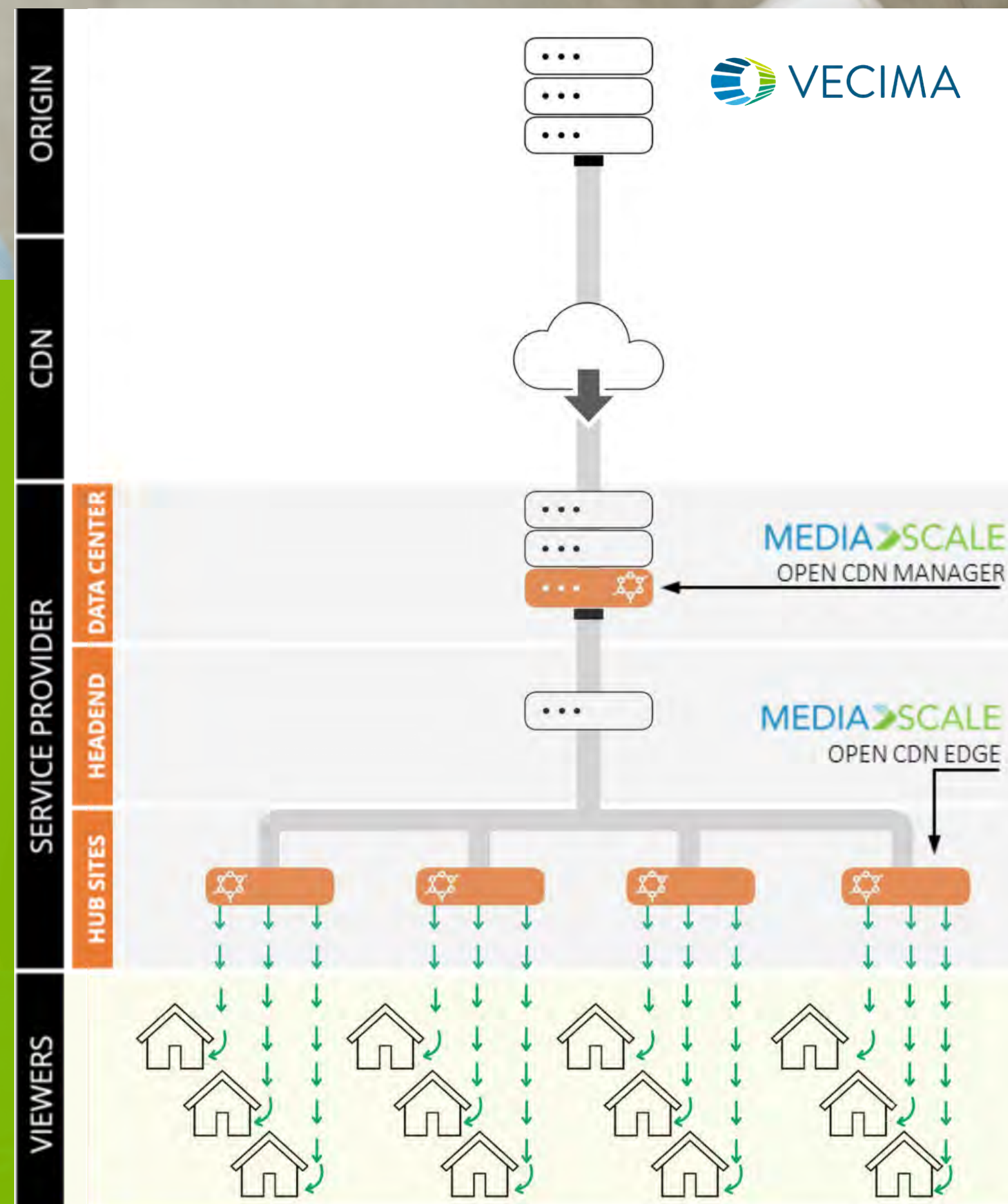

Figure 2 – Congestion avoided when Open Caching is used to cache video content within a Service Provider's network.

Top 6 benefits for Content Owners

Content Owners, ranging from emerging streaming platforms to established broadcasters, are continuously seeking ways to enhance content delivery to exceed viewer expectations. With Open Caching, Content Owners take advantage of caches placed deep in Service Providers' networks, close to subscribers, benefiting from cost-efficiency, scalability, and, most importantly, a high-quality viewer experience.

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1 ### Reduced buffering/start-up times

Open Caching systems minimize the network distance between the content and the viewer, which can eliminate rebuffering rates. This seamless streaming experience is critical for maintaining viewer engagement, especially during live events or premieres of highly anticipated content.

2 ### Higher streaming quality

By facilitating content delivery from closer network nodes, Open Caching enables optimal streaming quality. Viewers can enjoy content in higher resolutions with better consistency, even during peak traffic periods.

3 ### Optimized delivery paths

Open Caching routes content through the most efficient paths within the network, reducing the load on origin servers and cutting down on cross-network traffic. Optimization translates to lower operational costs and higher scalability as viewer demand grows.

4 ### Reduced reliance on traditional CDNs

While public CDNs play a vital role in content distribution, they can be costly and less efficient for certain types of content or in specific geographic regions. Open Caching provides a complementary solution that can reduce dependence on these third-party services while delivering cost savings and improved control of content distribution.

5 ### Support for higher resolutions

As the world moves toward higher-resolution content, including 4K and 8K, the bandwidth and performance requirements for streaming services increase. Open Caching, with its proximity-based caching, is inherently designed to support these demanding content types without compromising viewer experience.

6 ### Scalability for growing audiences

The scalable nature of Open Caching gives Content Owners a means to efficiently expand their reach and accommodate growing viewer bases without having to overlap infrastructure investments.

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Let's talk about
MediaScale Open CDN.

Contact Vecima at sales@vecima.com or schedule a demo at the NAB
Show in Las Vegas, Booth #W2643 – select a time that works for you.