



# STREAMROOT

## **Streamroot Powers Largest Ever Deployment of Distributed Network Delivery for Video Streaming with World Cup 2018**

*Broadcasters turn to cutting-edge distributed delivery solution Streamroot DNA™ to scale to online audiences as major international sporting events go over-the-top.*

**July 20, 2018, New York, NY:** 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 of viewers tuned in on laptops, mobile devices and connected TVs.

To scale to the colossal growth in online audiences and safeguard against outages during this high-profile event, several major national and international broadcasters turned to hybrid delivery solutions based on mesh networks that could fortify their infrastructure against saturation and ensure continued premium quality throughout the entire tournament.

[Streamroot](#), the leading provider of distributed OTT delivery solutions, partnered with premier rights-holding broadcasters to deliver the World Cup via its distributed CDN, Streamroot DNA™. These platforms included 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 in partnership with the leading streaming company in LATAM, Mediastream.

“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.” says Nicolas Theraroz, CTO of e-TF1, on the choice to call upon Streamroot for the entire MyTF1 digital platform, including the World Cup live streams. “Streamroot offers the elasticity that we need to scale to hit primetime content and the world’s largest sporting events with ease.”

[Mediastream Platform](#), the streaming infrastructure provider and OVP, also counted on Streamroot to handle peaks in demand: “Thanks to Streamroot, we were able to offer Latin American broadcasters the flexible scale that is so precious during live events,” explains Mediastream OTT Business Development Javier Cornejo. “We are proud to have combined our technologies to guarantee an excellent streaming service and a perfect experience for our client’s users through this valuable partnership.”



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In total, Streamroot ensured 100% uptime delivery for the entire tournament, offering customers the reliability needed during this historic event. Streamroot powered the World Cup for over 19.7 million viewers, with traffic delivered via its distributed network peaking at over 1.26 Tbps. Streamroot delivered an average of 70% of partner broadcasters' total World Cup traffic, translating to drastically lower pressure on CDN servers and more consistent, high quality video for football fans. Rebuffering rates on platforms using Streamroot fell 11% in Europe, and up to 33% in Latin America. Many of the games broadcasted in these two regions occurred during work hours, which saw large spikes in traffic from workstation desktops and mobile traffic.

“Streamroot’s worldwide deployments during the World Cup marked the largest use of distributed CDN technology in history,” says Pierre-Louis Théron, CEO and Co-founder of Streamroot. “This is a milestone for both our company and the streaming video industry. We couldn’t be more proud ensure the scale necessary for millions of football fans to enjoy an impeccable streaming experience, and to power World Cup content with the official broadcaster in the country that won the championship – in what was both an athletic and a technical feat.”

Streamroot will be showcasing its solution at the IBC Show, September 13-18, at booth 14.C12, and will present further data and statistics from its World Cup delivery at the IBC Content Everywhere Hub on Saturday, September 15 at 12 PM.

## **About Streamroot**

Streamroot is a leading provider of innovative 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. Plug-in free for viewers, Streamroot delivery solutions integrate seamlessly into broadcasters’ existing video workflows. Streamroot is supported on all major web and mobile platforms, as well as set-top boxes and smart TVs, providing the most comprehensive user coverage on the market.

Founded in 2013 in France, the company today benefits from top-tier VC funding and serves premier media groups from its offices in Paris, New York and Denver.