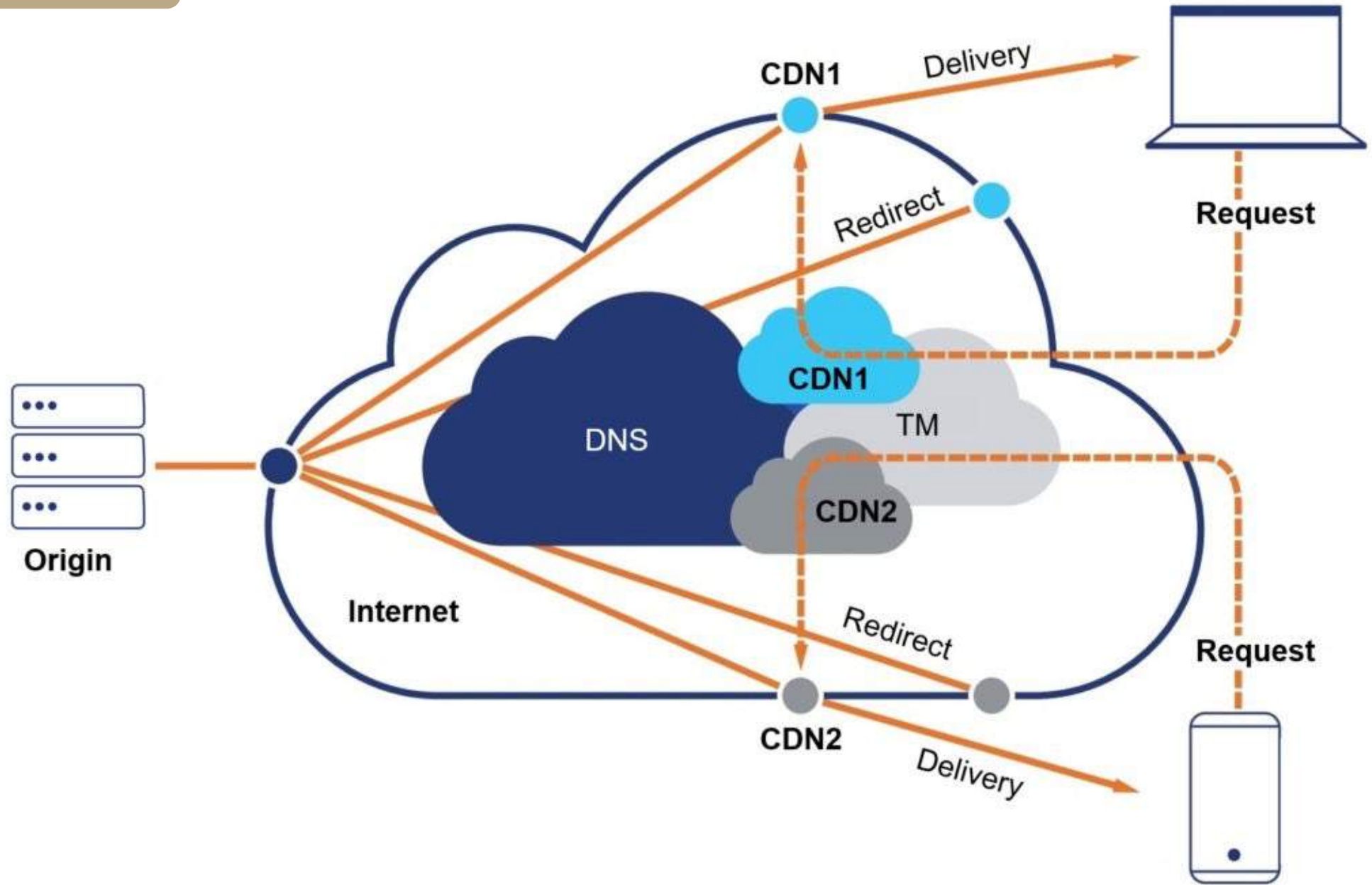# What is Multi-CDN Strategy?

Multi-CDN, or Multi-Content Delivery Network, is an approach that uses multiple CDN providers to deliver content to end users.

This strategy enhances performance, reliability, and global reach by leveraging the strengths of different CDN networks.

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Streaming Industry Breakdown

74% of video providers are already Multi-CDN or are planning to add additional CDNs in the near future.

32% up from 5 years ago.

Hybrid model of private CDN with third-party CDN(s) **21%**

28% Using single third-party CDN, with plans to add others

Using single third-party CDN, with no plans to add others **25%**

26% Using multiple third-party CDNs

Source: NPAW, Navigating CDN Strategies (2020)

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Benefits

1 Enhanced Global Coverage

Strategically spreads across regions
-> Improved global latency

Navigates regional regulatory constraints

Allows granular control over content delivery

2 High Reliability

Reroutes traffic through another CDN if one is overwhelmed or down
-> 100% uptime guaranteed

3 Better User Experience

Ensures content delivery from best performing CDN with intelligent traffic distribution
-> Improved load times

4 Improved Security

Mitigates attacks by rerouting traffic to an unaffected CDN

-> Dual-layer protection enhancing performance and security
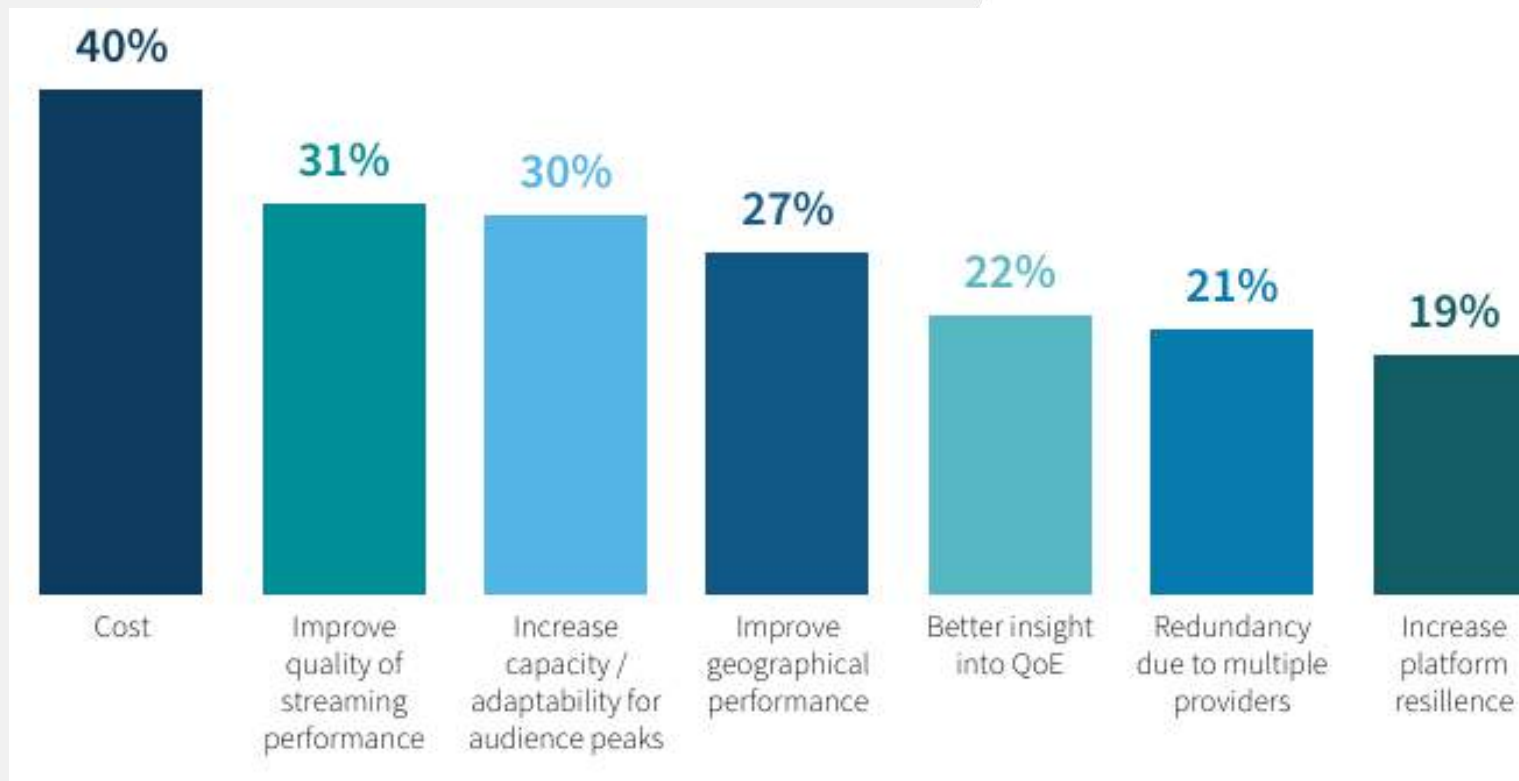
5 Cost Saving

CDN providers have varying pricing based on regions, peak hours and traffic volumes.

-> Avoids overage fees and optimize bandwidth costs

6 Service Customization

Allows to adopt different CDNs for image optimization, content delivery and security based on performance.

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Main reasons to choose the Multi-CDN approach for video delivery;

40%	31%	30%	27%	22%	21%	19%
Cost	Improve quality of streaming performance	Increase capacity / adaptability for audience peaks	Improve geographical performance	Better insight into QoE	Redundancy due to multiple providers	Increase platform resilience

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Evolution of Total Broadband Data Traffic in Turkey

Covid-19 impact

+49%   +19%   +29%[1]

23   36   51   64   72   92   120   155   200   259   335   433

2019 2020 2021 2022 2023 2024F 2025F 2026F 2027F 2028F 2029F 2030F

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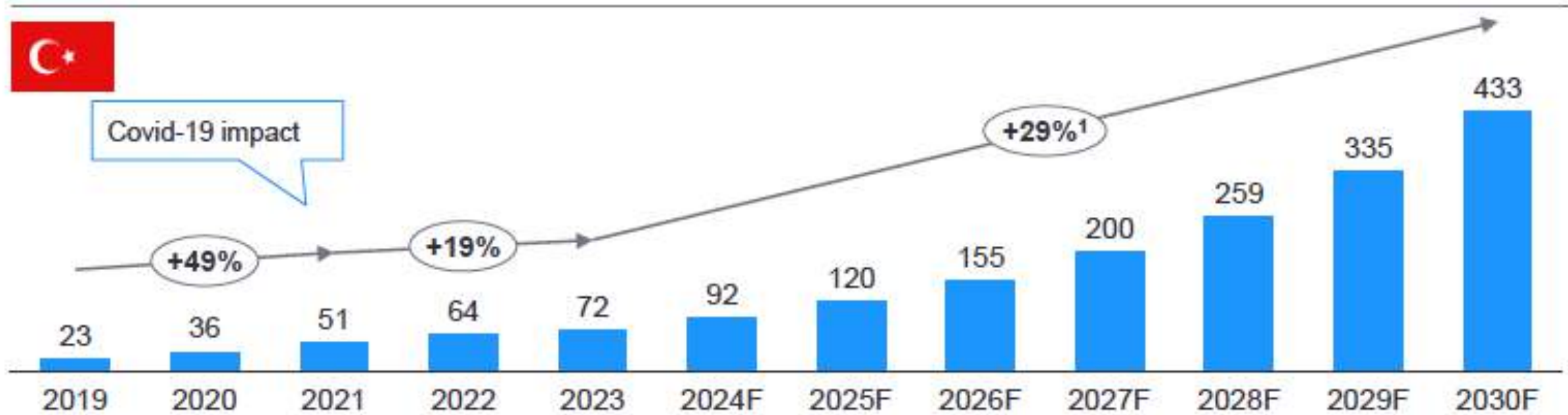
Evolution of Total Broadband Data Traffic in KSA and UAE

Evolution of Total Broadband Data Traffic in KSA (EB)

Covid-19 impact & Vision 2030's rapid digitization

+136% +37% +28%

2019	2020	2021	2022	2023F	2024F	2025F	2026F	2027F	2028F	2029F	2030F
15	25	82	112	144	184	235	300	383	488	623	794

Evolution of Total Broadband Data Traffic in UAE (EB)

+32% +38% +34%

2019	2020	2021	2022	2023F	2024F	2025F	2026F	2027F	2028F	2029F	2030F
11	15	20	27	36	49	65	87	116	155	208	277

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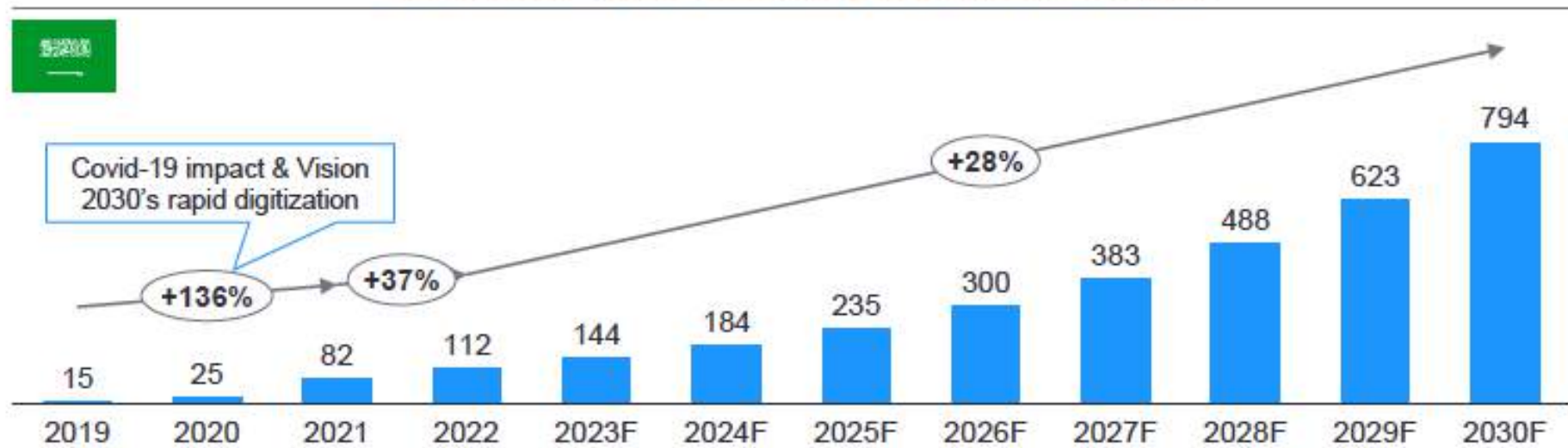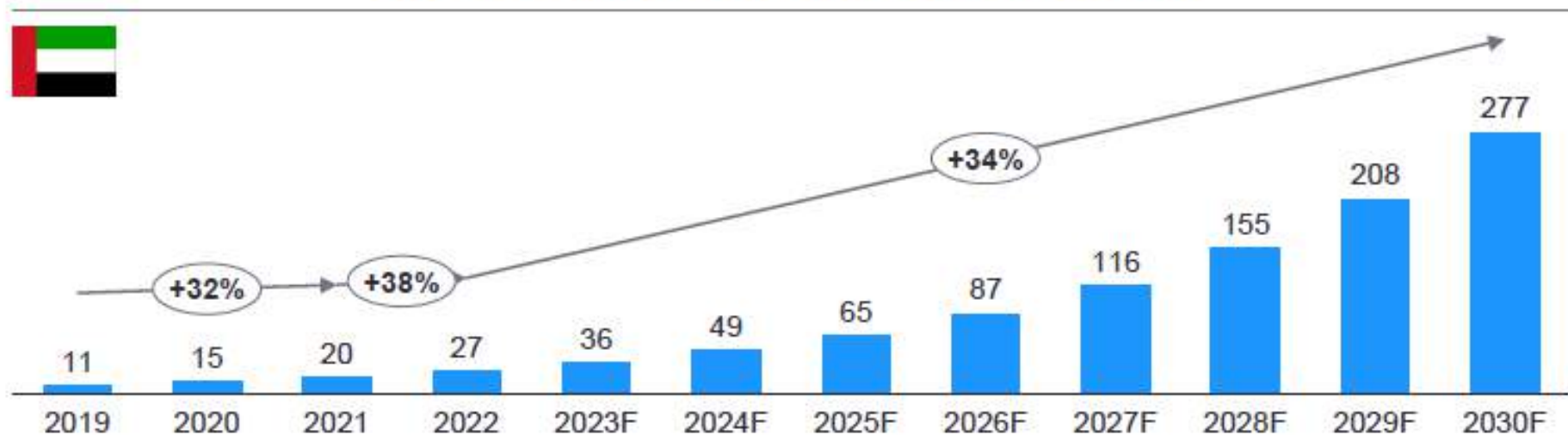
CDN Perf Data: KSA, Egypt, Turkey, UAE, Kuwait

DATA SOURCES

- CDN Providers
- DNS Providers
- DNS Resolvers
- Cloud Providers

Select CDN Provider ✕

DATA TYPE

- Performance ⓘ
- RUM Uptime ⓘ
- Cache ratio ⓘ

ALGORITHM Median

GROUP BY Data Sources

PERIOD Last 30 Days

INTERVAL ⓘ 1 Day

Apply Filters

Learn how to use our charts ⓘ

■ ▬ ■ - 70.94 ms   ▬ ▬ - 59.58 ms   ▬ ▬ ■ - 52.94 ms   ▬ Medianova Large - 26.52 ms
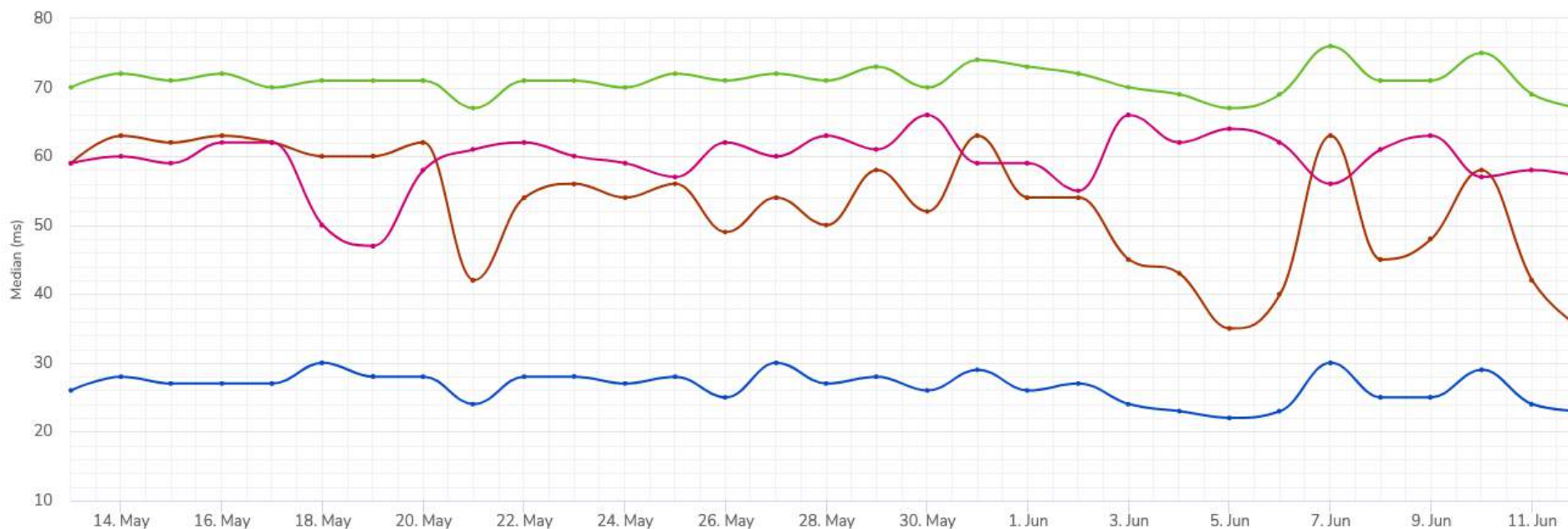
Our Distributed Cloud in the Middle East and North Africa

Turkey - Ankara — 1 PoP

Turk Telekom	C: 50 Gbps

Turkey - Istanbul — 9 PoP

Turk Telekom	C: 200 Gbps
Turknet	C: 200 Gbps
Superonline	C: 300 Gbps
Vodafone	C: 200 Gbps
Equinix	C: 300 Gbps
Turksat	C: 20 Gbps
Other	C: 200 Gbps

Iraq

UAE-IX	C: 100 Gbps

Kuwait — 2 PoP

UAE-IX	C: 100 Gbps
Zain Kuwait	C: 100 Gbps
STC Kuwait	C: 50 Gbps

Turkey - Antalya — 1 PoP

Turknet	C: 20 Gbps

Bahrain

UAE-IX	C: 100 Gbps
Batelco	C: 200 Gbps

Egypt — 1 PoP

Telecom Egypt	C: 200 Gbps

Qatar — 1 PoP

UAE-IX	C:100 Gbps
Ooredoo Qatar	C: 200 Gbps

* Major Peerings: Vodafone Qatar Q.S.C.

Saudi Arabia — 6 PoP

UAE-IX	C: 100 Gbps
STC	C: 300 Gbps
Mobily	C: 200 Gbps
Zain KSA	C: 200 Gbps
JEDIX	C: 200 Gbps
SAIX	C: 100 Gbps

* Major Peerings: Salam

United Arab Emirates — 2 PoP

UAE-IX	C: 100 Gbps
Etisalat UAE	C: 200 Gbps
SH - IX	C: 10 Gbps

* Major Peerings: DU Telecom

Monitoring & Observability Challenges

Lack of Integration Between CDNs and Media Players

Disconnected Data

Separate CDN data and player data result in a fragmented view of content delivery performance.

Reduced Observability

Overall observability diminishes, making it harder to monitor performance and granular details.

Troubleshooting Difficulties

The inability to correlate the performance metrics of CDN and player makes pinpointing issues challenging.

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Lack of Integration Between CDNs and Media Players

Limited Insights: Customers lack understanding of where issues are occurring - whether in the CDN delivery process or within the player's operation.

Increased Troubleshooting Time: The lack of integrated data means more time and effort needed to identify and resolve issues as teams must manually correlate data.

Suboptimal Performance: Without synchronized data, optimizing content delivery for better performance becomes challenging. This leads to higher buffering rates and slower start times.
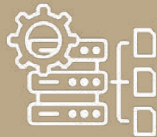
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Data Synchronization

New ETL Processes

CDN logs and player logs can be pushed into a common platform through an API.

Pro: easy to implement | Con: non-real-time and possibly lacking critical details

New Data Pipelines

Robust data pipelines can be established for seamless, real-time data flow between CDNs and players.

Pro: real-time and in-depth insights | Con: very complex & costly to implement

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Solution

Combining CDN and player data into a **single dashboard** with side-by-side charts enables real-time comparison and provides a holistic view of performance.

Developing **correlated metrics** that link CDN performance with player performance offers deeper insights into potential issues.

Enhanced Observability
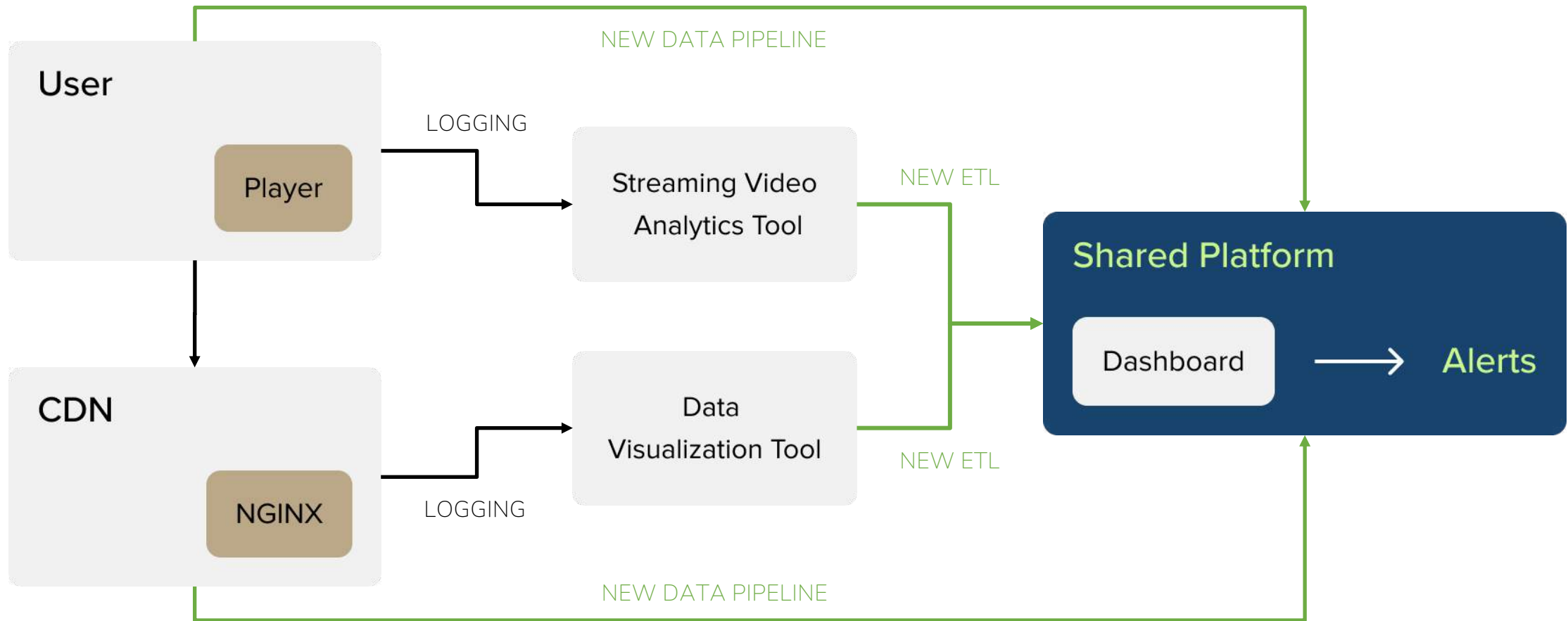
Integrated Alert Mechanisms

Real-time alerts trigger when performance metrics fall below predefined thresholds. This enables to proactively manage and solve issues.

Contextual alerts provide information that combines CDN and player data to accurately pinpoint the source of issues.
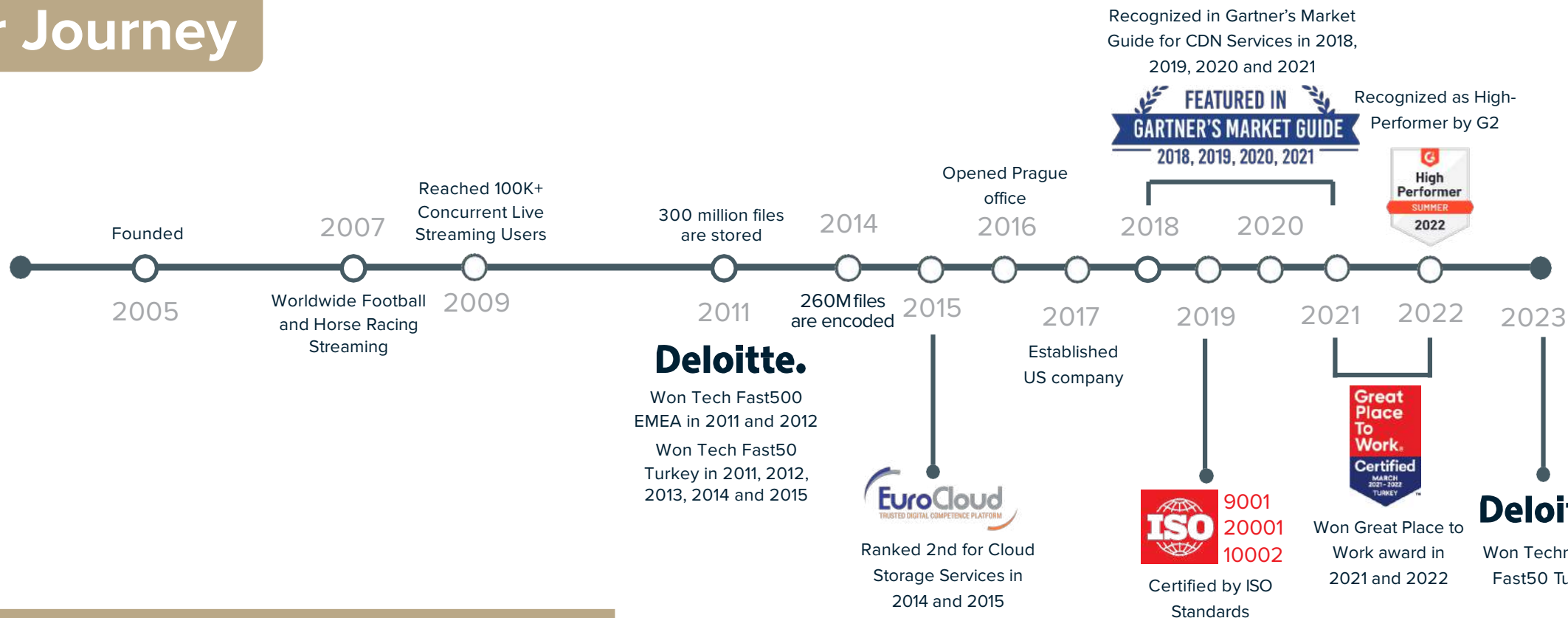
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Solution

User

Player

CDN

NGINX

LOGGING → Streaming Video Analytics Tool

LOGGING → Data Visualization Tool

NEW DATA PIPELINE

NEW ETL

NEW ETL

NEW DATA PIPELINE

Shared Platform

Dashboard → Alerts

MEDIA**NOVA**

Our Journey

2005 Founded

2007

2009 Reached 100K+ Concurrent Live Streaming Users

Worldwide Football and Horse Racing Streaming

2011 300 million files are stored

Deloitte.
Won Tech Fast500 EMEA in 2011 and 2012
Won Tech Fast50 Turkey in 2011, 2012, 2013, 2014 and 2015

2014

260M files are encoded

2015

EuroCloud
Ranked 2nd for Cloud Storage Services in 2014 and 2015

2016 Opened Prague office

2017 Established US company

Recognized in Gartner's Market Guide for CDN Services in 2018, 2019, 2020 and 2021

FEATURED IN GARTNER'S MARKET GUIDE 2018, 2019, 2020, 2021

2018

2019
ISO 9001 20001 10002
Certified by ISO Standards

2020

Recognized as High-Performer by G2
High Performer SUMMER 2022

2021

2022
Great Place To Work. Certified MARCH 2021-2022 TURKEY
Won Great Place to Work award in 2021 and 2022
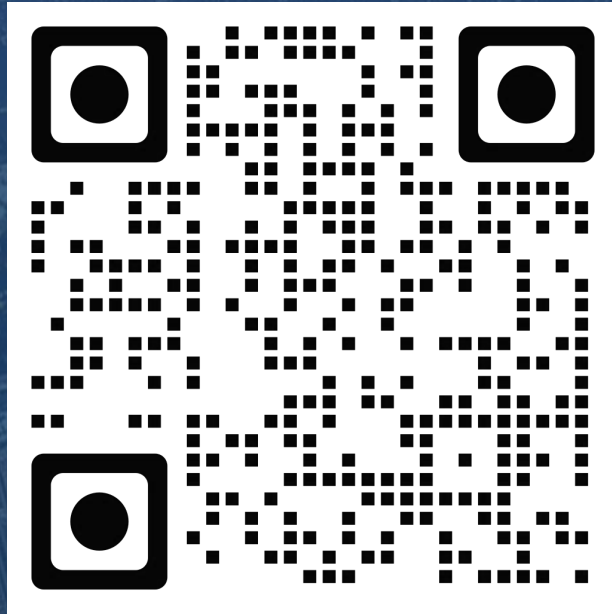
2023
Deloitte.
Won Technology Fast50 Turkey

Medianova with Numbers

- **52** Global PoPs
- **4.7** Gartner Peer Insights score
- **19** Years of product maturity
- **600+** Customers

- **98%+** Avg. cache HIT ratio
- **99.999%** Uptime
- **30B+** Avg. requests daily
- **150M+** Images optimized daily

- **39ms** Avg. load speed
- **170ms** Avg. purge time
- **24/7** Slack support

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Thank you!

linkedin.com/serkansevim

www.medianova.com