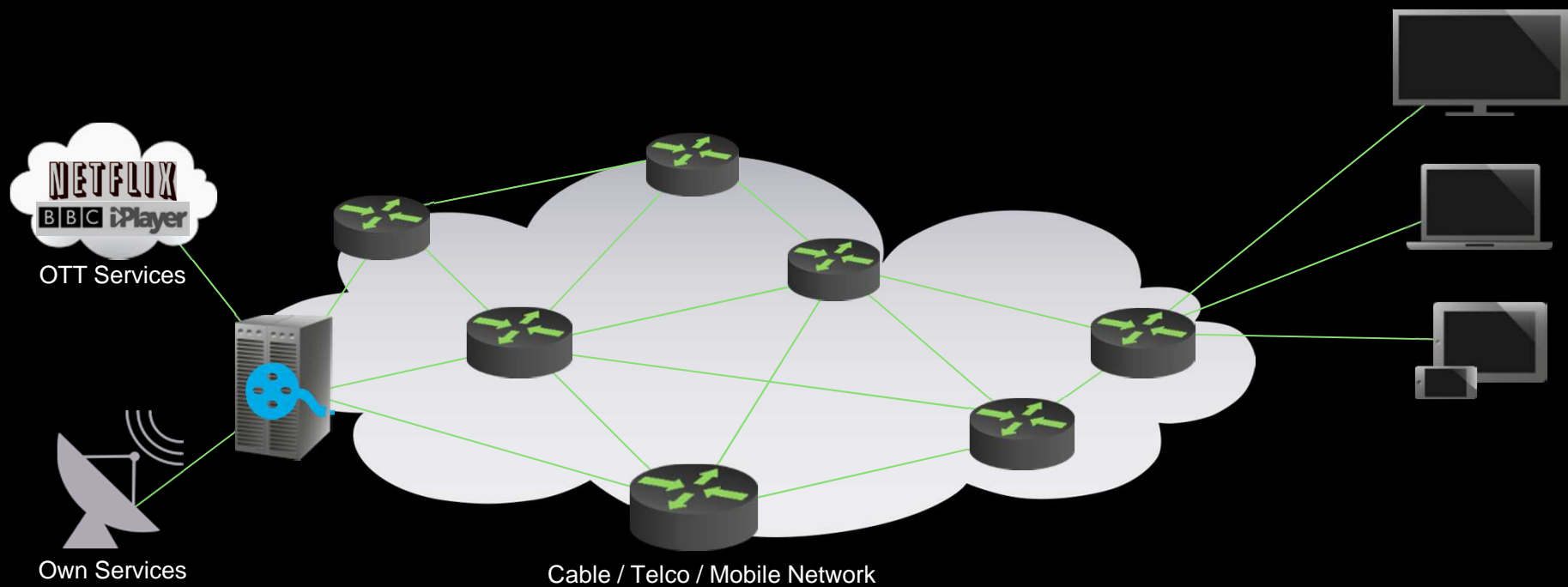


Edge Caching Evolution Towards the End User

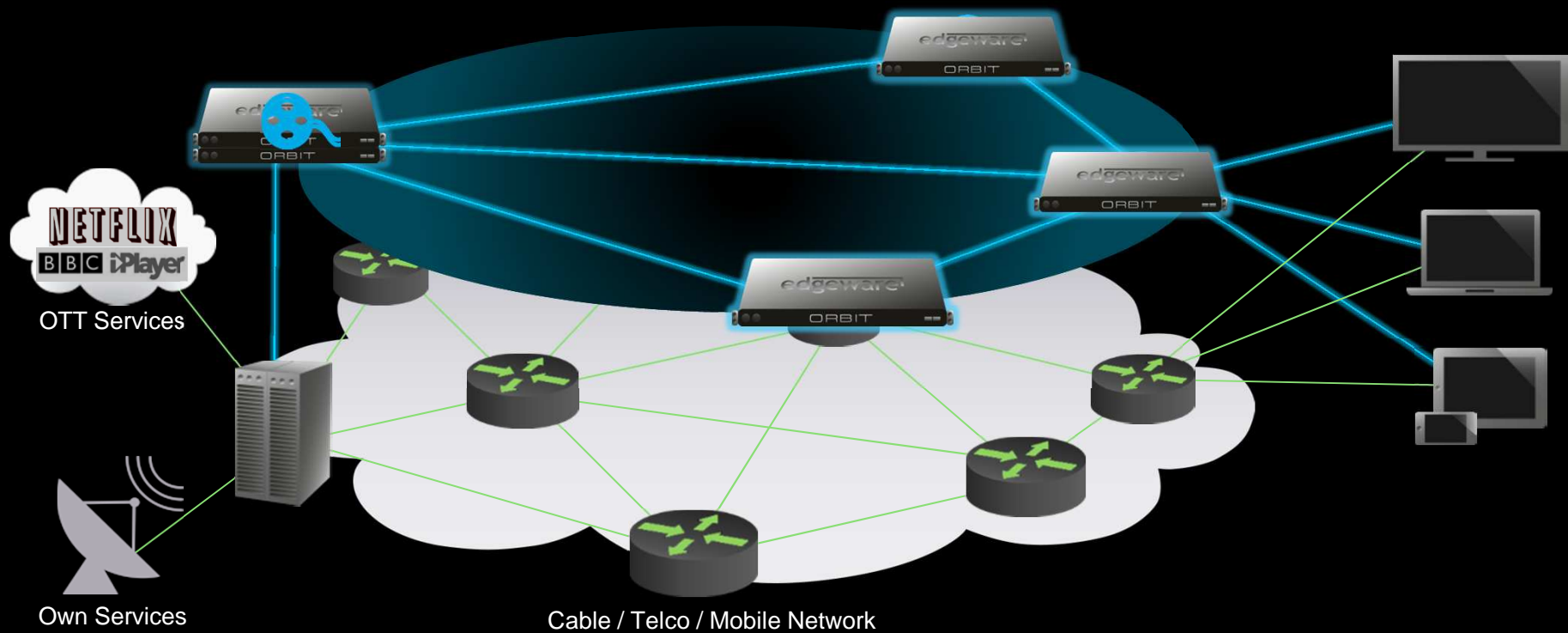
The economics of caching
different TV / video services

James Kirby
Director Pre-Sales Engineering
Edgware

Introduction: Who is Edgeware?

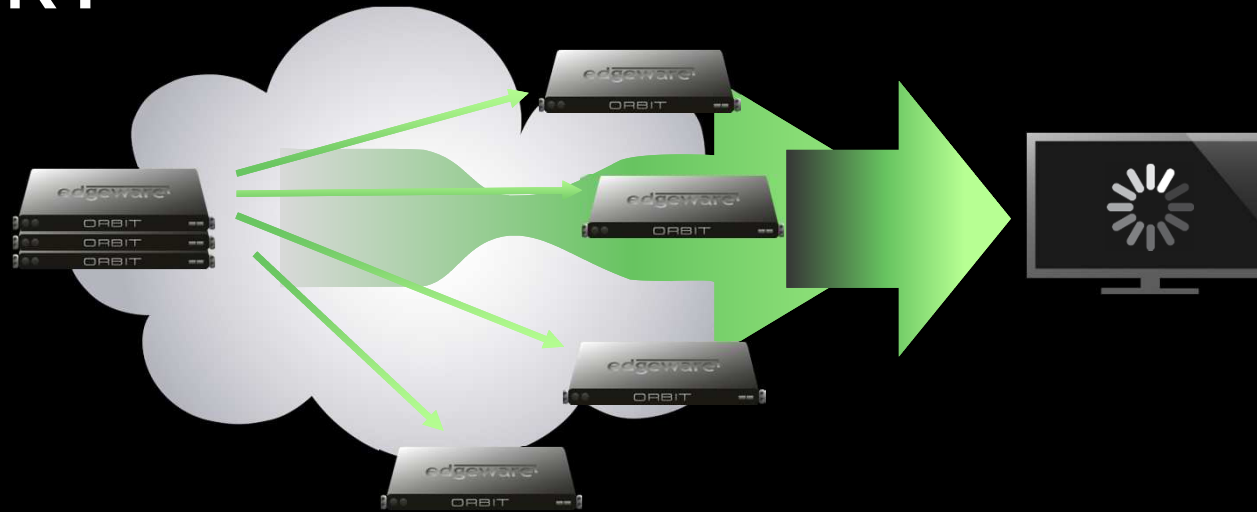


The D-VDN Solution: An Acceleration Overlay for Video



A Key Question:

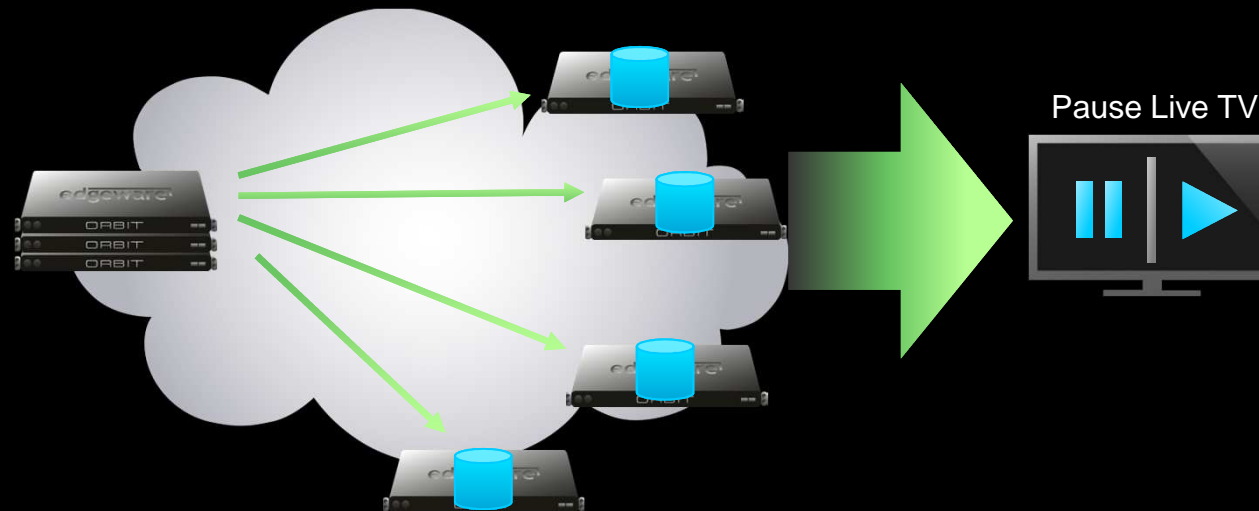
Where should I cache video in my network?



Minimize latency & congestion

A Key Question: Where to cache?

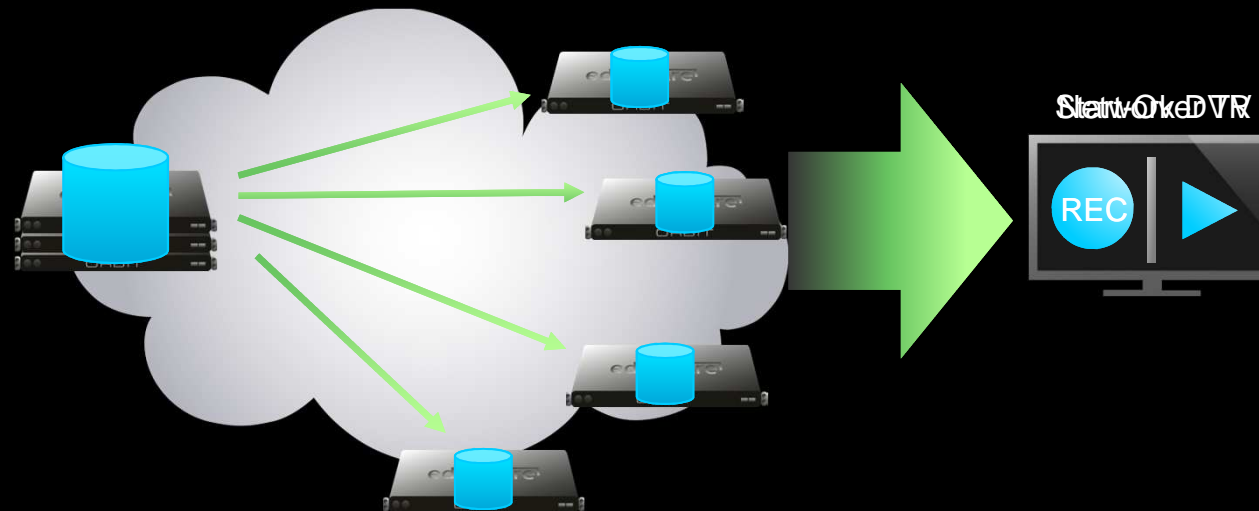
It depends on the service...



Pause TV = low cache storage / cost

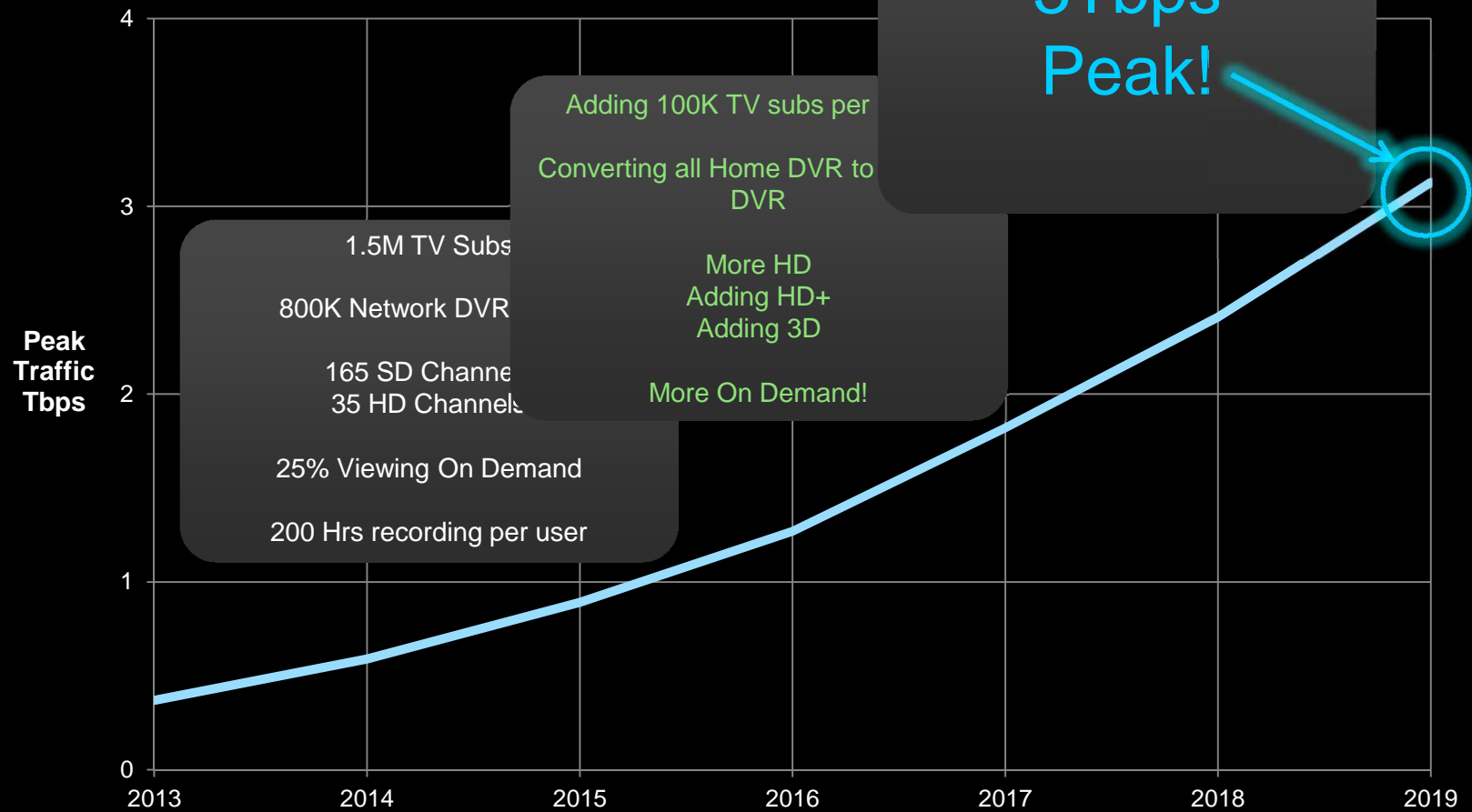
A Key Question: Where to cache?

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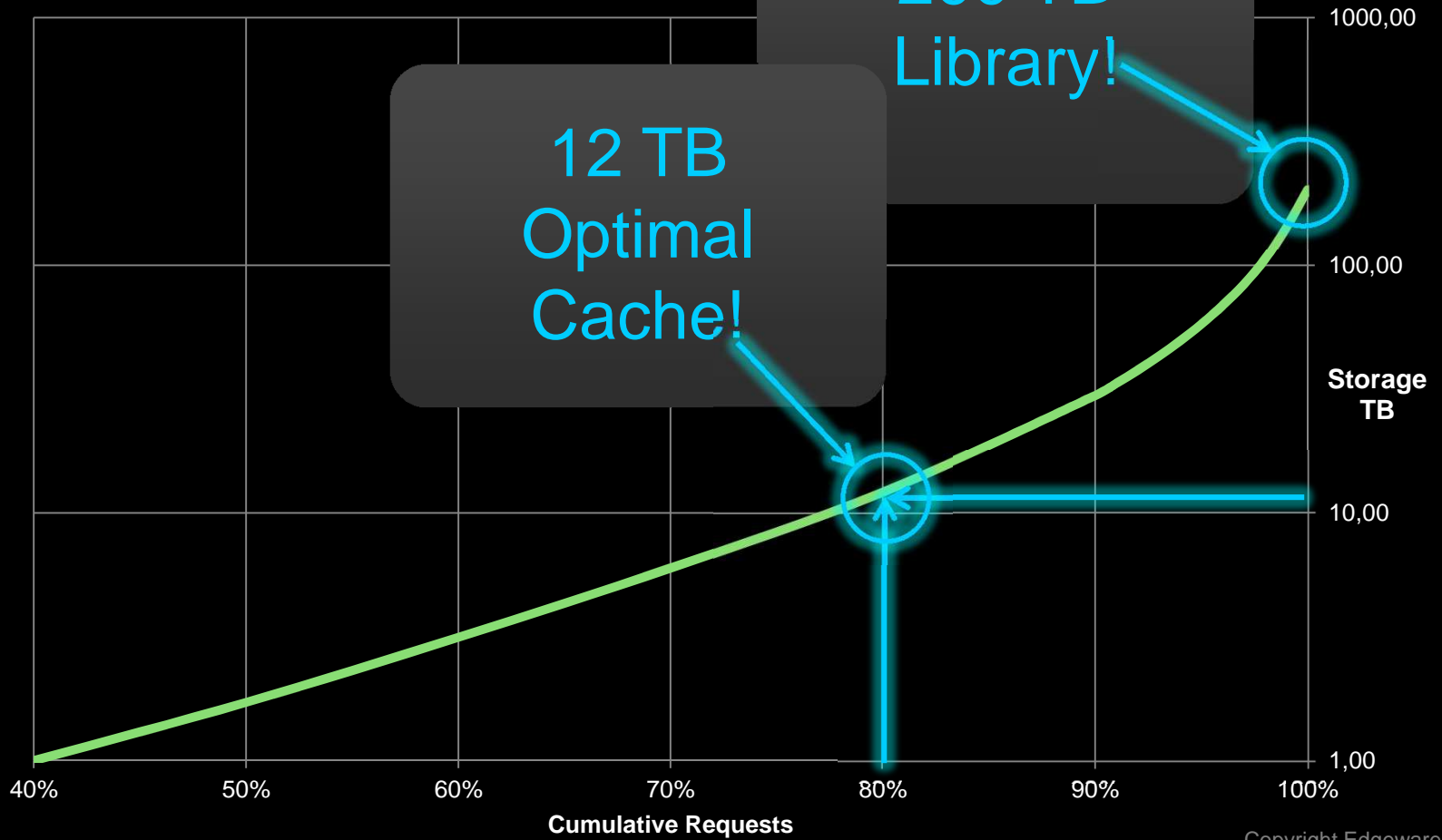


~~StarvokedVR~~ = ~~every node~~ ~~each~~ ~~cost~~ ~~cost~~

Case Study: Network DVR

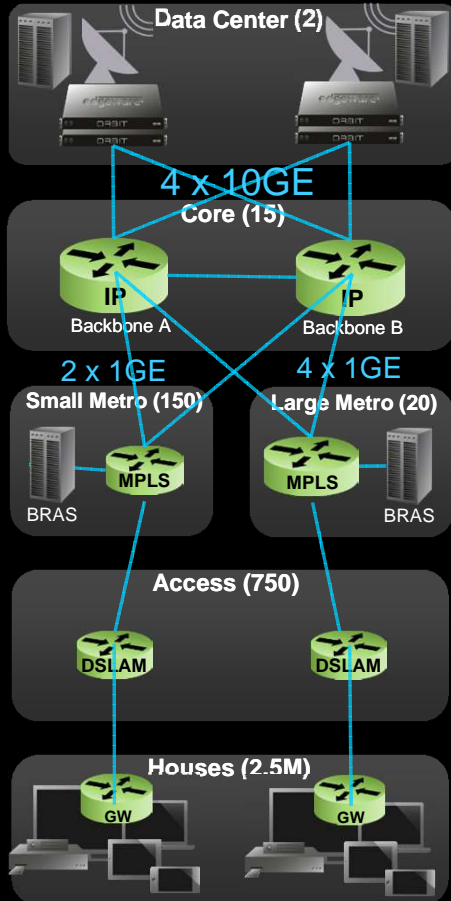


Case Study: Network DVD

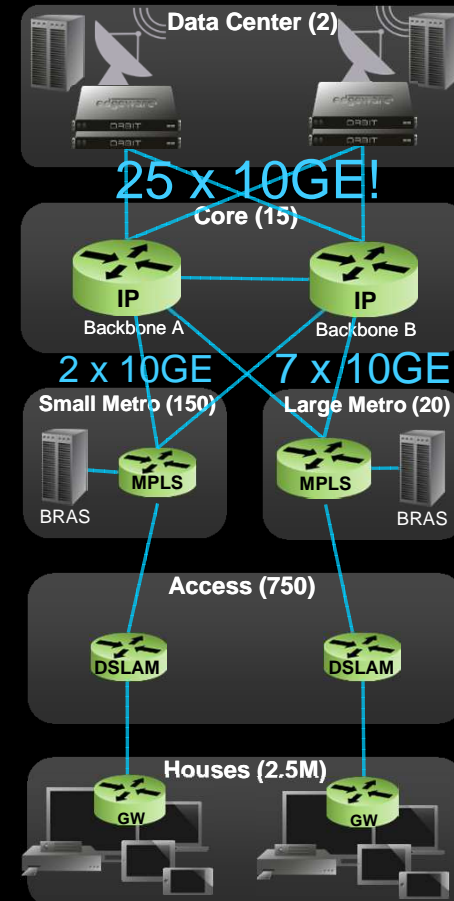


Case Study: Network DVR

Today

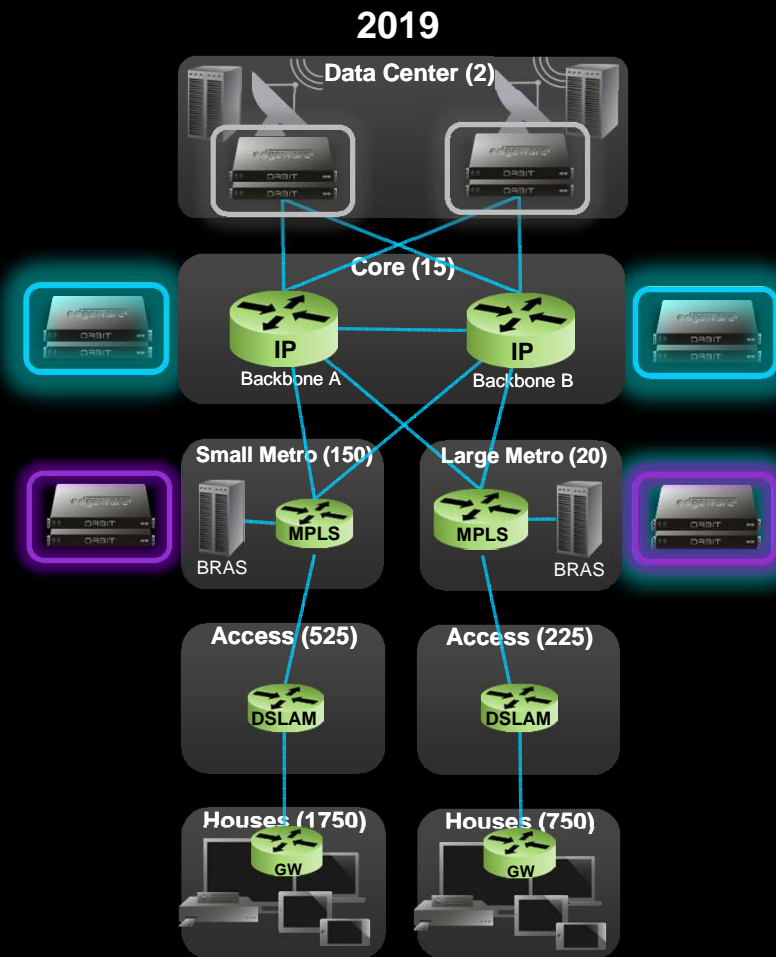
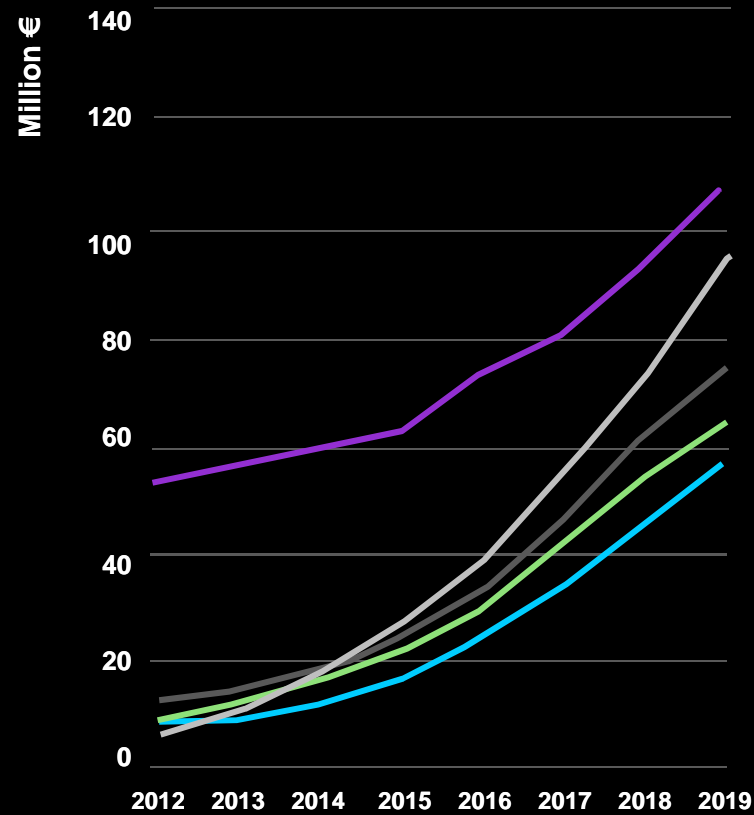


2019



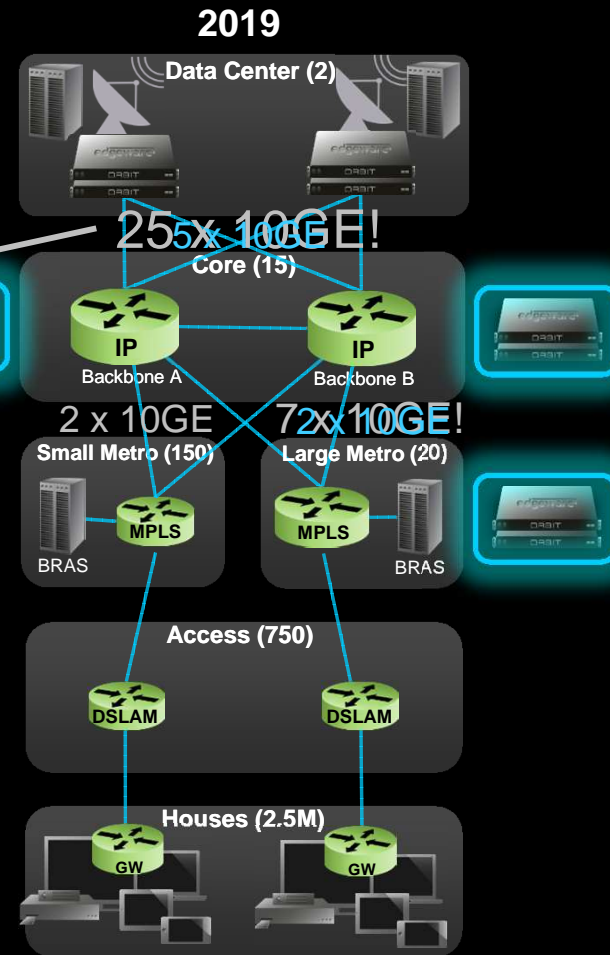
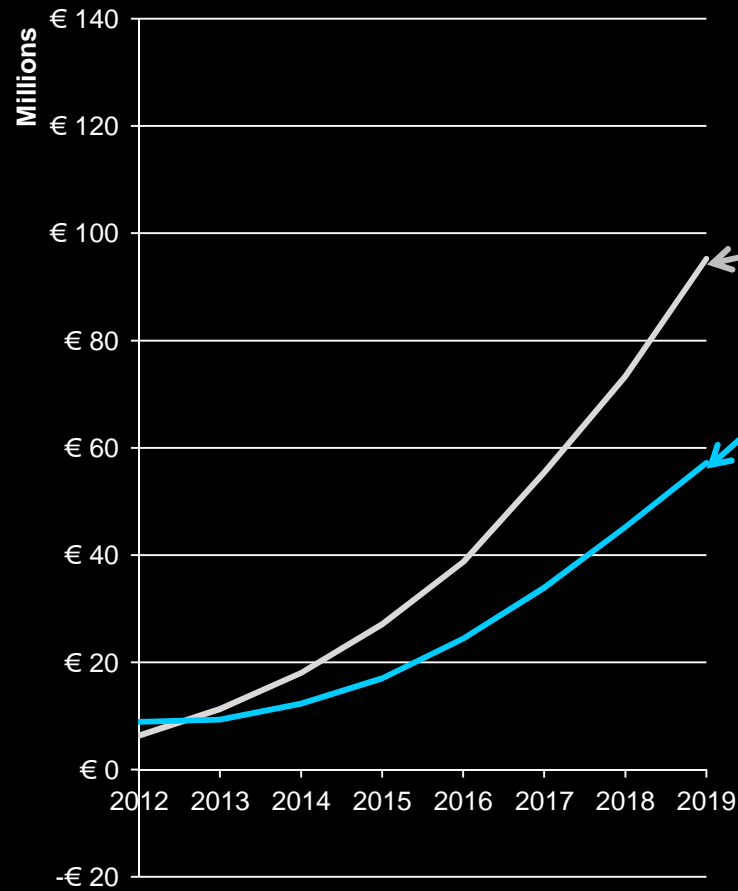
Case Study: Network DVR

Capital Investment



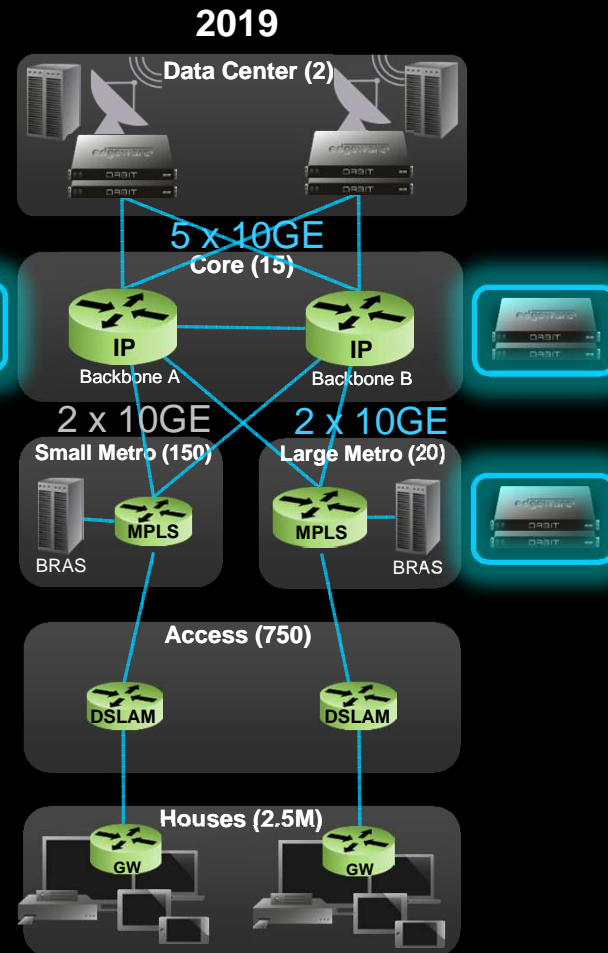
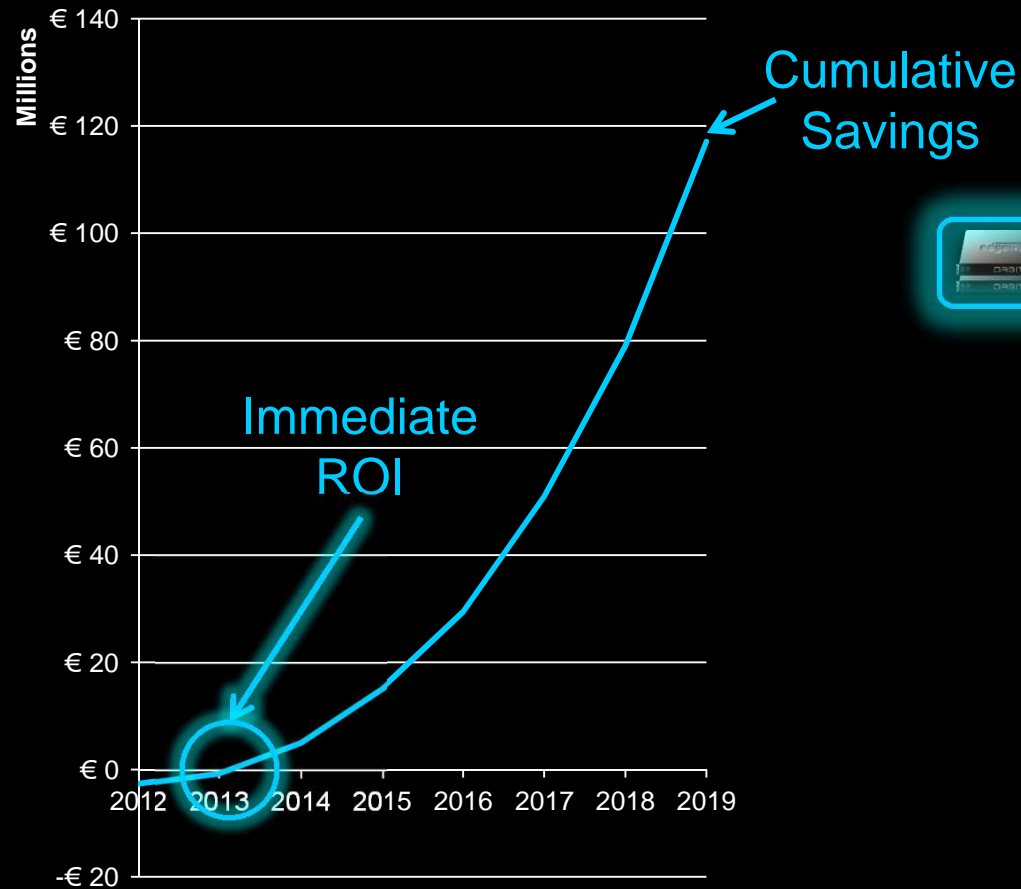
Case Study: Network DVR

Capital Investment

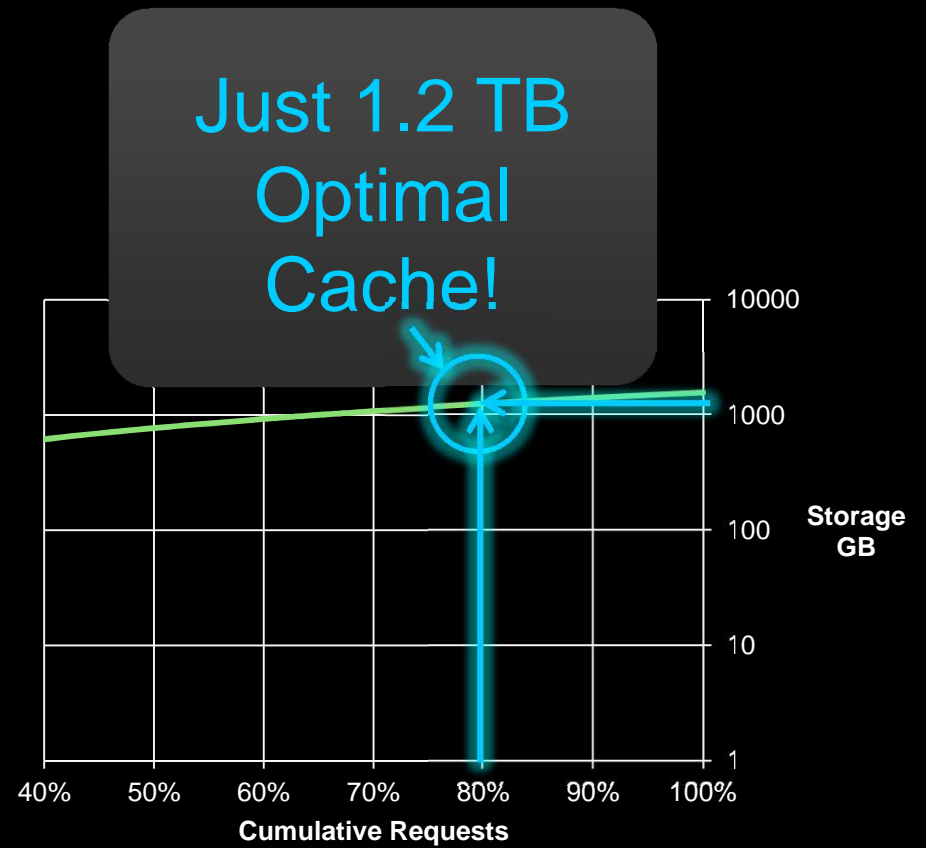
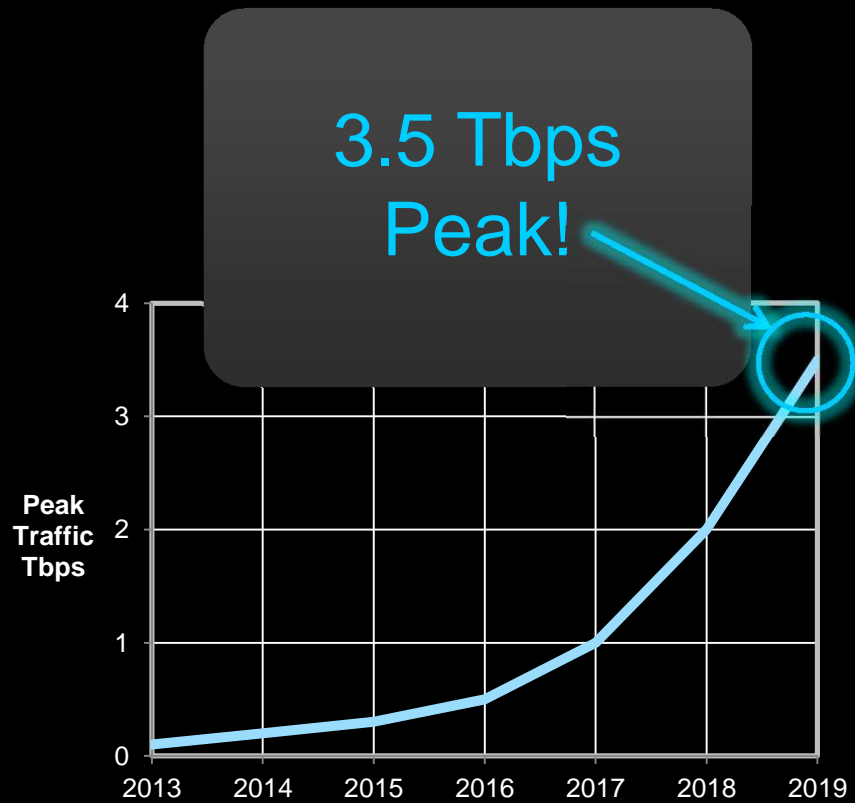


Case Study: Network DVR

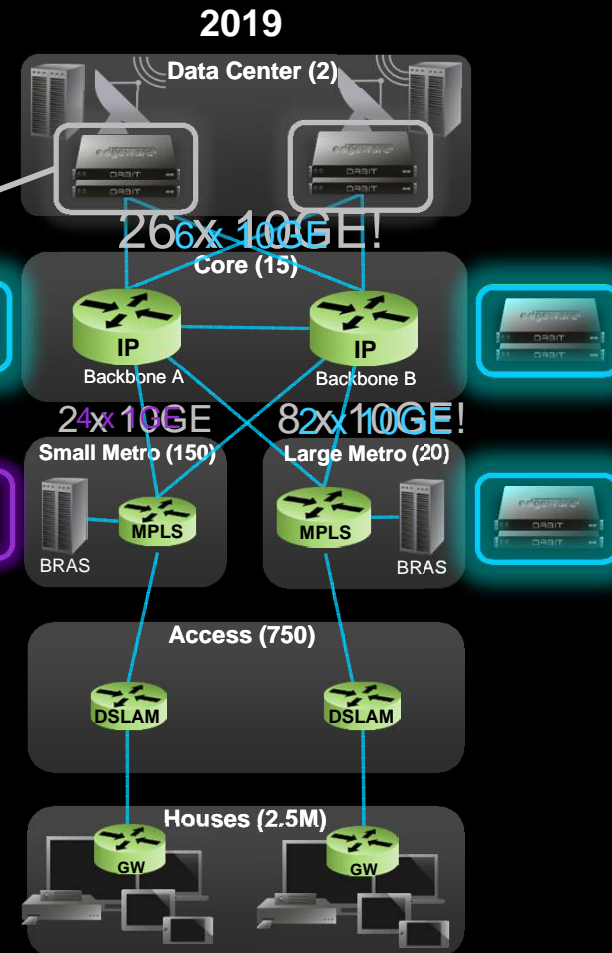
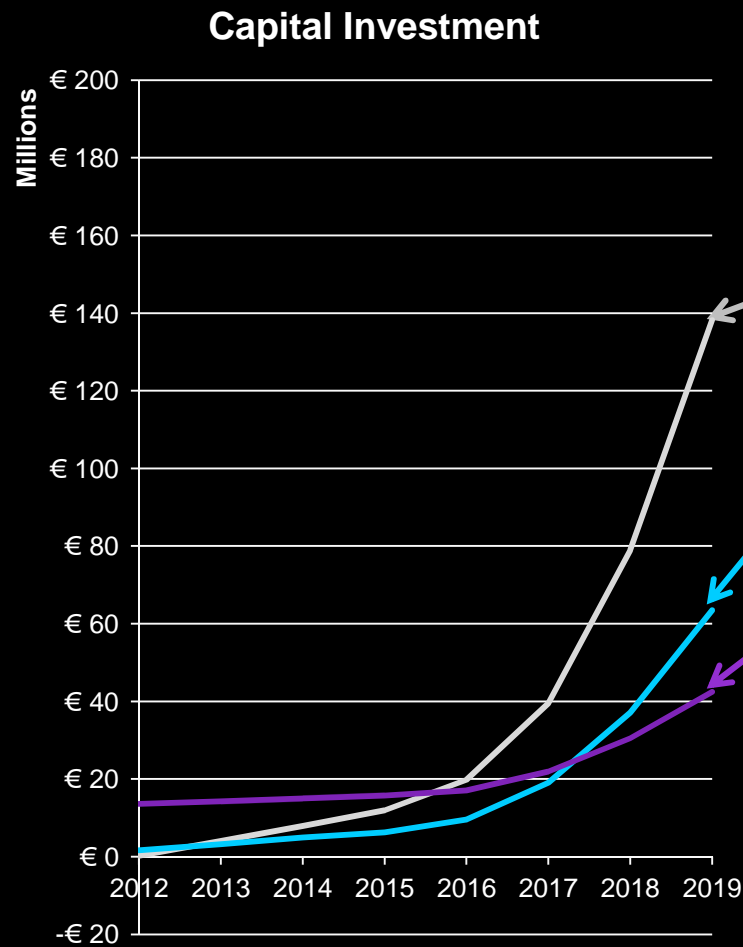
Capital Savings



Case Study: Pause / Start-Over TV



Case Study: Pause / Start-Over TV

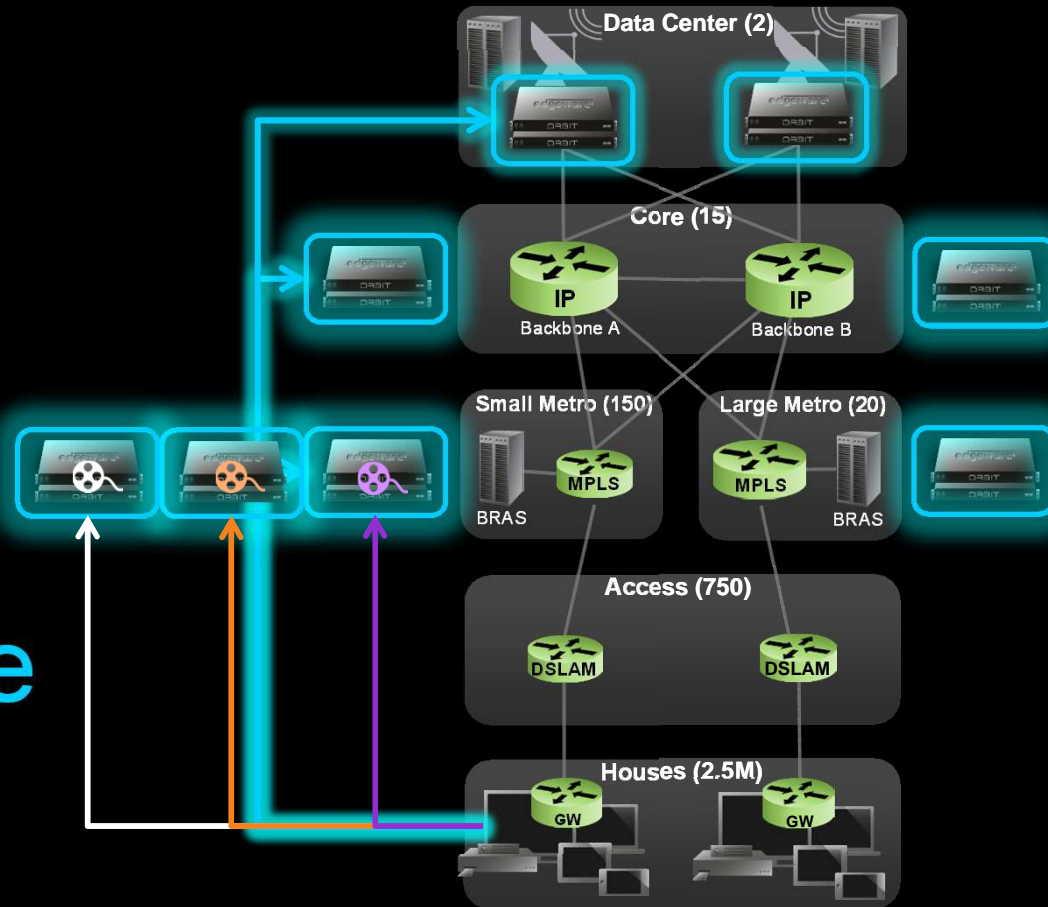


Maximising Savings: CDN Characteristics

Distributable

Hierarchical

Content-aware



Conclusion: Where to cache?

It depends on the service

Large savings from deep caching –
even for Network DVR

Select the right CDN / Caching
technology

Thank you!

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