DAILYMOTION – ONE OF THE BIGGEST VIDEO PLATFORMS IN THE WORLD!

Dailymotion is one of the biggest video platforms in the world, with diverse content from sports competitions, music festivals, comedy skits, political debates, fashion shows, gaming live-streams, and more. Dailymotion offers tens of millions of HD videos to all digital devices. Their site attracts 300 million users monthly, who watch 3.5 billion videos.

DAILYMOTION’S CHALLENGE: HOW TO COST EFFECTIVELY PROVIDE HIGH QUALITY STREAMING ACROSS THE GLOBE

Audience engagement has changed rapidly over the past few years. Today, people watch, share and upload their videos on Dailymotion across every continent, and more than half of video views come from mobile devices. With rapid global growth, Dailymotion needed an extra delivery boost in addition to its regular bandwidth capacity, for the most popular videos in its growing market in the Asia Pacific (APAC) region.

DAILYMOTION’S SOLUTION: THE LIMELIGHT ORCHESTRATE DELIVERY SOLUTION

Vital factors for selecting a Content Delivery Networks (CDN) for Dailymotion were speed and quality. Before making a decision, the team at Dailymotion conducted real-time user testing to evaluate several CDNs. Their in-depth testing evaluated average throughput, re-buffering rates, and time to first byte, specifically in APAC. When put to the test, Orchestrate Delivery demonstrated the best quality video and overall streaming, as well as one of the highest cache-hit ratios.

“We believe that video is the best way to capture and share life’s incredible variety. As our global business expands into more markets it’s important for us to offer the best video experience to our viewers around the globe. When put to the test, Limelight was able to provide Dailymotion with the best streaming experience in APAC to support our rapid expansion in the region.”

GUILLAUME CLEMENT, Vice President of Engineering, Dailymotion
In addition Orchestrate Delivery provided:

**SCALE:**
With more than 300 million viewers watching and sharing content as it happens, traffic spikes can occur at any moment. Limelight is able to support Dailymotion’s own servers in times of peak activity.

**RELATIONSHIPS AND EXPERTISE:**
Limelight’s local technical and account management staff worked closely with Dailymotion’s team during the testing and implementation phase of the project, and continue to help with ongoing needs.

**DETAILED ANALYTICS:**
Limelight’s detailed analytics provide important up-to-the-minute insights that allow Dailymotion’s technical staff to decide when and where to redirect traffic. They can see important information such as the location of their audience and the most requested content.