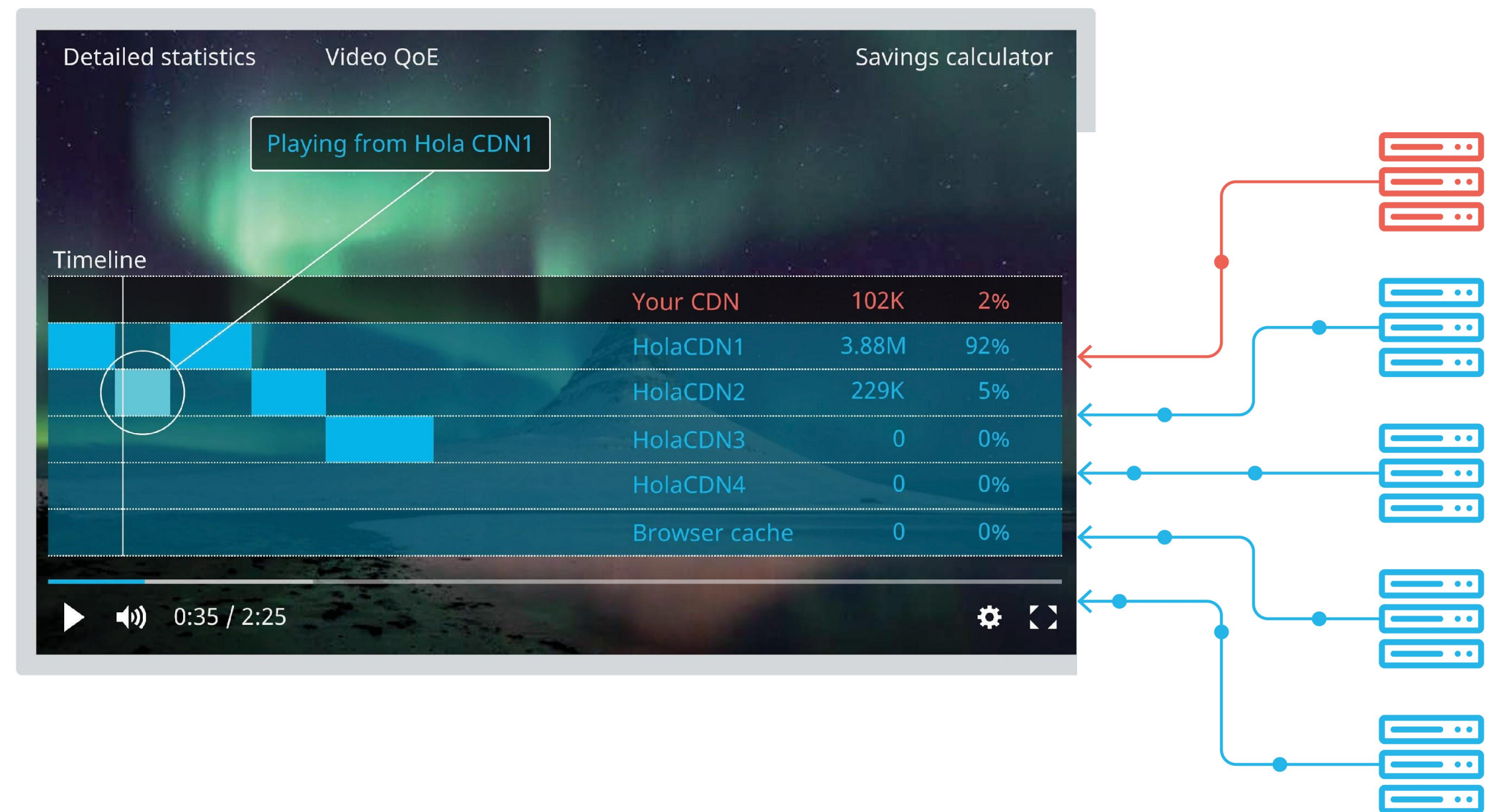






HolaCDN is a 3rd generation CDN for video, similar in architecture to what Netflix and YouTube have developed internally, that is now available to all publishers.





Its client-side module and CDN servers improve the video experience for viewers, provide accurate statistics on QoE (start time, buffering, video ad start time), reduces video delivery costs, and enables mid-stream switching to multiple CDNs.







Faster

-  Mid-stream switching module
-  Fast-start server module
-  Maximize bitrates
-  Ad-monetization module

More reliable

-  Client-side architecture
-  Reduced play failures
-  Buffering reduction
-  Multi-CDN module

Cheaper

-  Mid-stream switching module
-  Simple pricing
-  No overage fees
-  Easy integration

Viewing analytics

	Your CDN	Hola CDN
▶ Start time	7 sec	2 sec
▶ Seek time	5 sec	3 sec
▶ Buffering	4%	1%
▶ Video quality	720p	1080p
▶ CDN allocation	10%	90%

Multi CDN Manager

	Cost per GB	Usage	Start time
Akamai	5¢	50%	3 sec
Level3	3¢	30%	6 sec
MaxCDN	6¢	10%	3 sec
Limelight	2¢	10%	4 sec
HolaCDN	1¢	100%	2 sec



