



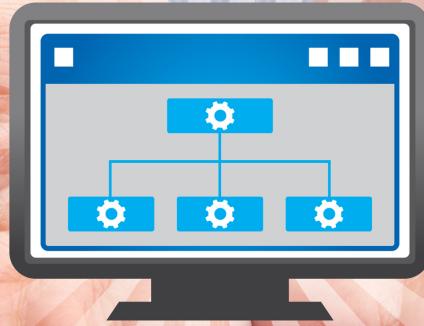
Expanding Educational Outreach through Optimized CDN Deployment for Enhanced OTT Platform Performance

Background

A pioneering initiative aimed to enhance educational outreach through an OTT platform. This platform was designed to host an array of local cultural content, including songs, movies, and promotional activities, interspersed with advertisements to maintain user engagement. A critical aspect of this initiative was ensuring that the app delivered content seamlessly across various regions, particularly in remote areas known for poor connectivity.



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The Challenge

The project encountered several significant hurdles:



Managing the high data demands of streaming content efficiently.

01

Ensuring consistent, buffer-free access to content across varied locations, especially in areas with limited connectivity.



03

Selecting an optimal CDN solution that could offer extensive local server support to improve content delivery speeds and reliability.



02

Solution by M2M Communications

M2M Communications, leveraging its collaboration with Tata Communications, introduced a cutting-edge CDN solution. This network, known for its global reach and numerous nodes, was selected to reduce lag and prevent buffering, ensuring a smooth viewing experience even in the most isolated areas.



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Implementation and Results

The deployment of this CDN technology markedly enhanced the platform's functionality, facilitating



Continuous streaming of educational and cultural content, integrated with advertisements to stimulate and maintain user engagement.



Significantly improved accessibility of content for students/users in remote locations, aligning perfectly with the initiative's educational objectives.



Broadened cultural exposure for students/users, enriching their educational journey with local content.

Impact



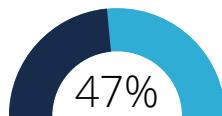
Buffering incidents reduced by 95%, offering a smooth streaming experience.



Content accessibility in remote areas increased by 79%, ensuring educational resources were widely available.



Local cultural content viewership saw a 68% rise, deepening cultural appreciation among students.



Engagement metrics revealed a 47% growth in daily active users, highlighting increased platform interaction.

Consultative Approach

M2M Communications took a consultative approach to fully understand the client's needs and challenges. They identified potential problems with the current system and created a tailored solution. By working with partners, M2M developed a solution that met the client's operational needs exactly. Initially, the customer wanted an in-house server with a high-bandwidth internet connection. However, we advised against this because predicting data demand is difficult, and in case of unexpected events, the demand could spike dramatically, overwhelming the local server and network.



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