



MAINSTREAMING REVOLUTIONIZES MEDIA DELIVERY AT SCALE WITH SUPERMICRO SERVERS

MainStreaming® Upgrades Its Edge Video Delivery Network Performance and Improves Power Efficiency with Supermicro Servers and Storage Systems

INDUSTRY

Video Streaming Service Provider

Introduction

MainStreaming is an Intelligent Media Delivery company with solutions to address the challenges faced by broadcasters and OTT providers. It delivers exceptional video experiences with sustained video bitrate, ultra-low rebuffering rates, and faster video startup, especially for live streaming at scale. Its technology gives back control over the video delivery process, ensuring reliability, guaranteeing Quality of Experience for end-users, elevating Quality of Service, and generating measurable financial and environmental returns.

Established in 2016 with headquarters in Milan, MainStreaming has designed its innovative Edge Video Delivery Network from the ground up. It is trusted by the leading European streaming players, including DAZN, Sky, Rai, and ERT.

CHALLENGES

- Adding Capacity to Deliver Video to Additional Users
- Reduce Power Usage
- Increase Edge Video Delivery Performance

Challenges

MainStreaming's business continues to grow across the EU. Streaming video is becoming a preferred method of watching what used to be broadcast in a fixed time frame. MainStreaming's innovative Edge Video Delivery Network has been developed from scratch with sustainability at its core to focus on delivering video use cases, unlike traditional CDNs, which designed their hardware and software to manage all kinds of web traffic and services.

Solution

MainStreaming has taken a new approach by using an intelligent single-layer Edge caching architecture, combined with the adoption of hardware selected for optimal performance, resulting in up to 50% reduction in energy consumption. Not only does this improve energy efficiency, but by reducing the number of caching layers and deploying the Edge capacity closer to the end users, it also improves the viewer quality of experience.

SOLUTION

Supermicro Servers

- Range of Servers
- SSG-640SP-E1CR60

After significant evaluation, MainStreaming has selected the SSG-640SP-E1CR60 storage server with a 1.2PB SAS capacity for optimal performance and resilience, demonstrating a commitment to advanced and reliable solutions. Supermicro's Intel Xeon Scalable processor was chosen as the workhorse of the content delivery network (CDN) system.

Additionally, MainStreaming uses Supermicro's SuperServer for its Edge node to set new

benchmarks in the CDN industry. MainStreaming is on a mission to provide its clients with a state-of-the-art Edge Video Delivery Network service that excels in performance, reliability, and sustainability. This choice positions MainStreaming to maintain a competitive edge in the ever-evolving landscape of video content delivery.



Figure 1 – Supermicro SSG-640SP-E1CR60

Benefits

BENEFITS

- Reduced Latencies
- Increased Workloads

MainStreaming saw immediate customer benefits when the Supermicro servers were part of the solution. Adopting Supermicro servers configured with Intel® Xeon® Scalable Processors enables up to 1.63x higher throughput and up to 50% power reduction while maintaining optimized delivery for consumers at multiple screen resolutions.

"We are setting a new standard in the ever-evolving digital landscape by providing energy-efficient, cost-effective, and advanced Edge Network services on top of optimizing performance, thanks to our strategic collaboration with Supermicro. By integrating Supermicro's WIO Servers into our infrastructure, we're ushering in a new era of efficiency, speed, and reliability. Our software, combined with Supermicro hardware, allows us to offer the best streaming infrastructure in Europe for delivering premium scalable live events to millions of concurrent viewers simultaneously with QoE, lower rebuffering ratio, faster start up time, and higher average bitrate." – Antonio G. Corrado, Founder and CEO of MainStreaming.

SUPERMICRO

Supermicro is a global leader in high performance, green computing server technology and innovation. We provide our global customers with application-optimized servers and workstations customized with blade, storage, and GPU solutions. Our products offer proven reliability, superior design, and one of the industry's broadest array of product configurations, to fit all computational need.

For more information, visit <https://www.supermicro.com>

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