



# Superior Streaming Experience

## BaishanCloud Streaming Solution





### Overview

Video streaming has been around for a long time, but it has recently gained popularity attributed to the improvement in technology and proliferation of smartphones around the world. The trifecta of technological advancement, improved connectivity, and video maturity makes streaming more accessible than ever. Studies show streaming content was accounted for 75% of all Internet traffic in 2017 and is expected to jump to 82% by 2020. More and more industries are and will be incorporating video content in their services to secure user engagement and brand awareness, which makes superior streaming experience a must-have for any organizations.

Baishan's globally distributed streaming platform is designed to ingest and accelerate both live streaming and video-on-demand content over common streaming formats (including HLS, HDS, MPEG-DASH, RTMP, and more) in any setting securely and reliably. With advanced streaming engine for transcoding, packaging, and optimizing streams, Baishan enables customers to focus on creating the content and relies on Baishan to deliver the best streaming experience to end-users anywhere and on any device.

BaishanCloud specializes in Mainland China and Southeast Asia delivery with ingest points and edge nodes deployed in all major continents.

### Solution Highlight

-  Live streaming and video on demand
-  Transcoding and packaging to any format
-  Extensive delivery resource in China and APAC
-  Mobile-first mindset

### Live Stream Acceleration

Baishan's streaming platform supports all common streaming formats including HLS, HDS, MPEG-DASH, and live streaming specific formats such as RTMP, HTTP-FLV, and HTTP-TS. Baishan manages ingest points and edge delivery nodes globally with a tiered architecture to ingest and deliver live streams dynamically depending on the locations of the stream source and end-users with failover capability to guarantee smooth streaming. Baishan's streaming engine enables real-time transcoding and packaging to multiple codecs and formats to serve end-users on any end device.

### Video On Demand Streaming

Baishan's streaming platform is designed to cache video on demand content closer to the users to facilitate immediate playback while significantly reducing the origin load. Additionally, customers leverage Baishan's real-time packaging solution to package on-demand content from any supported format to the other while only storing one format on the origin to reduce the origin storage.

## Global Scalability

Extensive network coverage always ensures better streaming experience. As a global cloud delivery service provider with extensive network coverage, Baishan has deployed over 450 service PoPs globally, covering China, the Asia-Pacific region, Europe, North America, and South America. The scalability of Baishan's delivery network continues to grow with the increasing streaming demands of our customers.

## Mobile Streaming

People are watching an ever-increasing amount of content on mobile devices. In 2018, mobile devices were used for 49 percent of all plays, Internet TVs for 27 percent, and PCs for 24 percent. It is forecasted the trend will continue to grow in this direction. Baishan built our network with mobile-first mindset. We are connected to all major mobile ISPs in Mainland China and everywhere else around the world. Additionally, we supports mobile-specific optimizations including format transformation and adaptive bitrate.

## Real-Time Log Analytics

Baishan's streaming platform provides real-time statistics on the console or via API, allowing customers to visualize user experience and to troubleshoot any issues when it happens. Baishan also provides access logs to customers on customizable frequency for advance analysis.

## Closer and Faster

Baishan's enterprise solutions on web & mobile acceleration, media streaming, and cloud security help enterprises bring their content closer and faster to the end user. For more information, please contact [info@us.baishancloud.com](mailto:info@us.baishancloud.com).

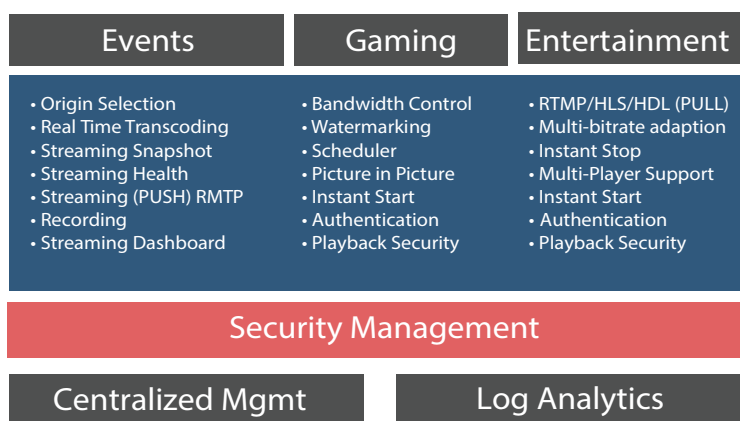


FIGURE 1 BAISHANCLOUD STREAMING SOLUTION FUNCTIONS



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