

# Video Delivery Optimization

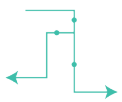
Achieve peak streaming performance for every viewer on every device

## A Smarter Approach to Your Multi-CDN Strategy

DLVR's video delivery optimization service is helping publishers all over the world deliver higher quality internet video to their viewers.

Using a patented approach to measuring streams, DLVR is able to detect network hazards and proactively switch to another CDN to avoid catastrophes large and small, from buffering to service interruptions.

DLVR's unique technology measures and optimizes for each individual stream versus analyzing aggregate data. Unique to DLVR is the ability to distinguish performance between the CDN and the network access provider. The resulting enhanced QOE metrics drive automated video delivery optimizations, as well as providing deeper and more granular insights to publisher on their video delivery performance, across multiple CDNs and network access providers.



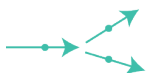
**Proactive Multi-CDN Switching**



**Hazard Detection and Mitigation**



**Customizable Business and Performance Rules**



**Network Access Provider and CDN Performance Metrics**



**No Client Download**



**Cost Neutral**



**No Coding**



**Works Across all Devices**

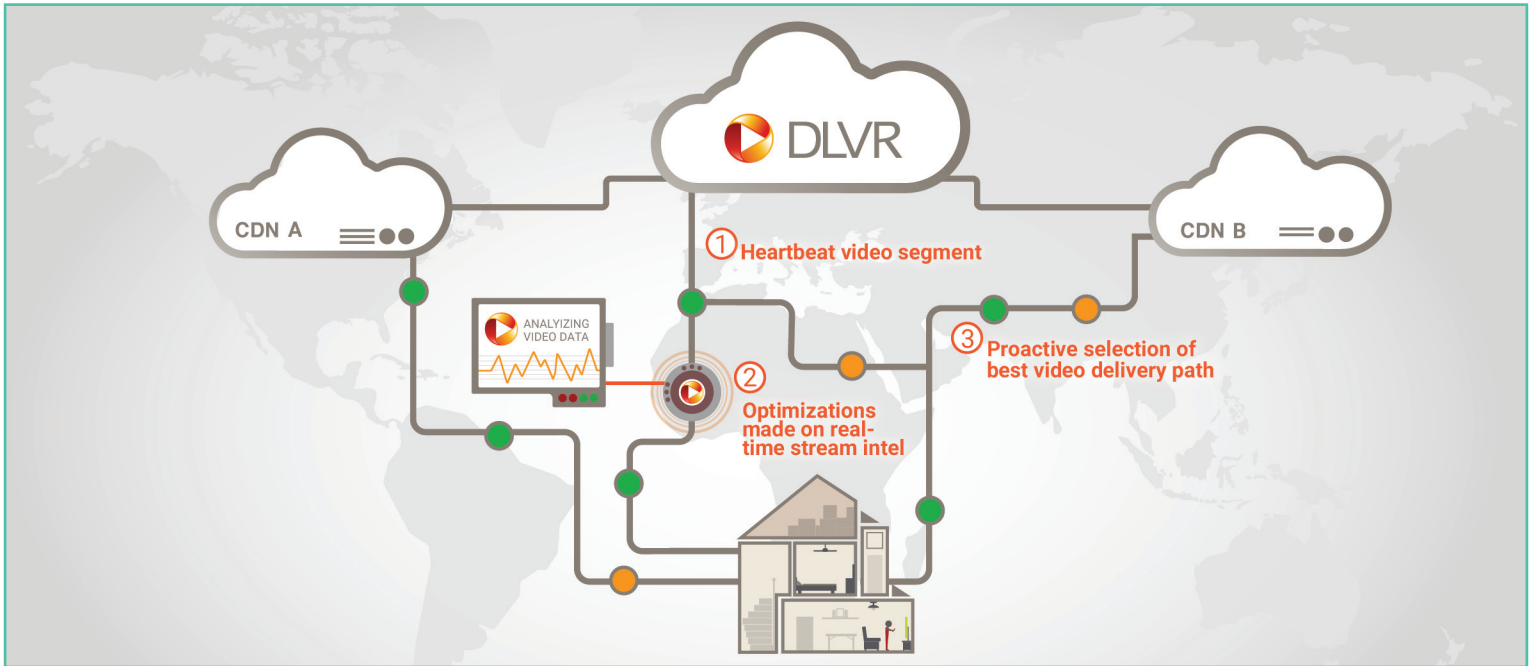
# How it Works



**1** DLVR sends out a heartbeat video segment to measure stream and network performance from the DLVR cloud. There's no client-side coding required.

**2** Heartbeat segment sends granular data back to the DLVR cloud where video delivery optimizations are made based on real-time stream intel and publisher's business rules, for example CDN pricing thresholds.

**3** DLVR proactively selects the best video delivery path for each viewer and builds a Responsive Manifest™ based on CDN performance, geography, access network and user device.



## Works with Your Existing CDNs

DLVR complements your current CDN solutions, without requiring you to change your business or deployment models. Seamlessly integrating into your existing CDN solutions, DLVR is a cost-neutral service that doesn't require any client updates, SDKs, server-side coding, or changes to your workflows.

CDN selection is prioritized based on your predetermined business rules along with other important factors like CDN availability, access network, device, and location. This approach raises performance across your video distribution network.

Benefits include:

- Improved performance for each of your CDN providers
- Customizable business rules to drive CDN optimization
- Reduced manual processes and touchpoints
- Easily manage multiple CDN security schemes
- Cost neutral



# DLVR

Contact Us to Learn More: [info@DLVR.com](mailto:info@DLVR.com)