

# multicast ABR

Deliver ABR to the Main Screen with the Same Efficiency  
as Broadcast



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# Agenda

- OTT market
- Case study : world cup 2018
- ABR streaming
- mABR : the technology
- Key benefits and features
- mABR status

# About Broadpeak

## A Global Leader

Carrier-class  
platforms



Leading  
innovation



20 + CMS  
supported



Software based



Best of breed



24 / 7 support



Media delivery  
technology

Multiscreen  
video delivery

Cloud PVR

Multicast ABR

Media delivery  
services

Video CDN

CDN selection

Analytics

## Key figures

2000+ PB of  
video streamed  
monthly

150M end-  
users served  
worldwide

8+ Tbps  
installed  
streaming  
capacity

70+ customers  
worldwide

70 + customers worldwide



eutelsat



intigral



QUICKLINE

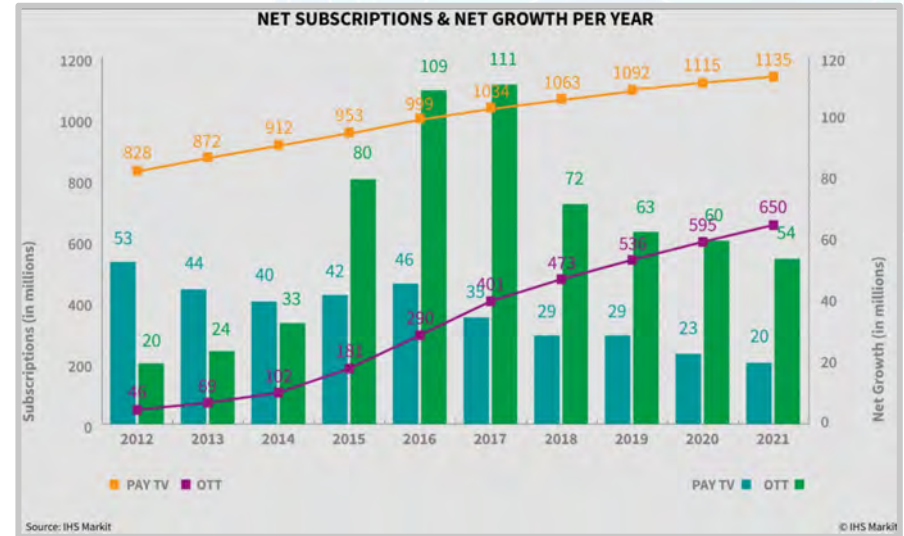


# OTT streaming gaining ground

All screens: PC, tablets, Smartphones, etc...



Content is mobile, available everywhere



# Case study – World Cup 2018



# Case study : World Cup 2018

“In all the tournament saw a record-breaking 66.8 million match requests (live and on-demand) with 56.3m of these being live requests.”

*BBC*

“393 million plays of matches were successfully streamed”

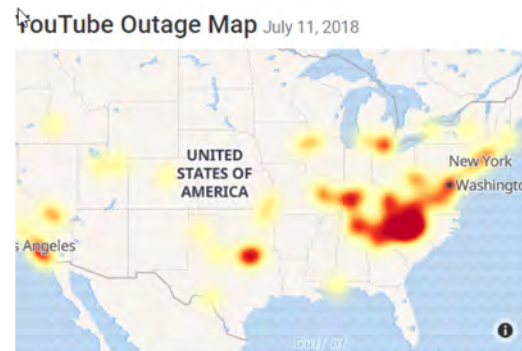
*Conviva*

“Bandwidth reached 22.52 Tbps”

*Akamai*



# Case study : World Cup 2018



Semi-final



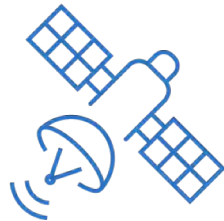
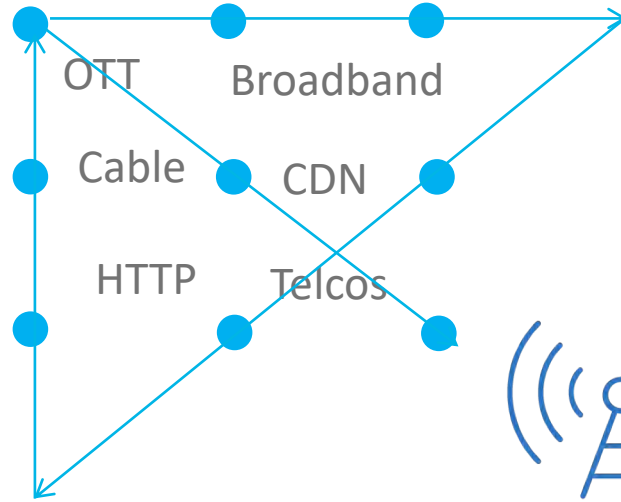
2-1



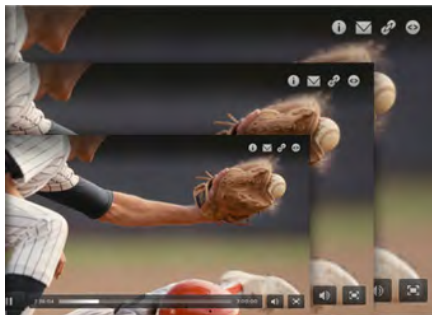
Croatia

England

# ABR streaming - what it is...



# mABR is also multi.....



...profiles

...DRMs

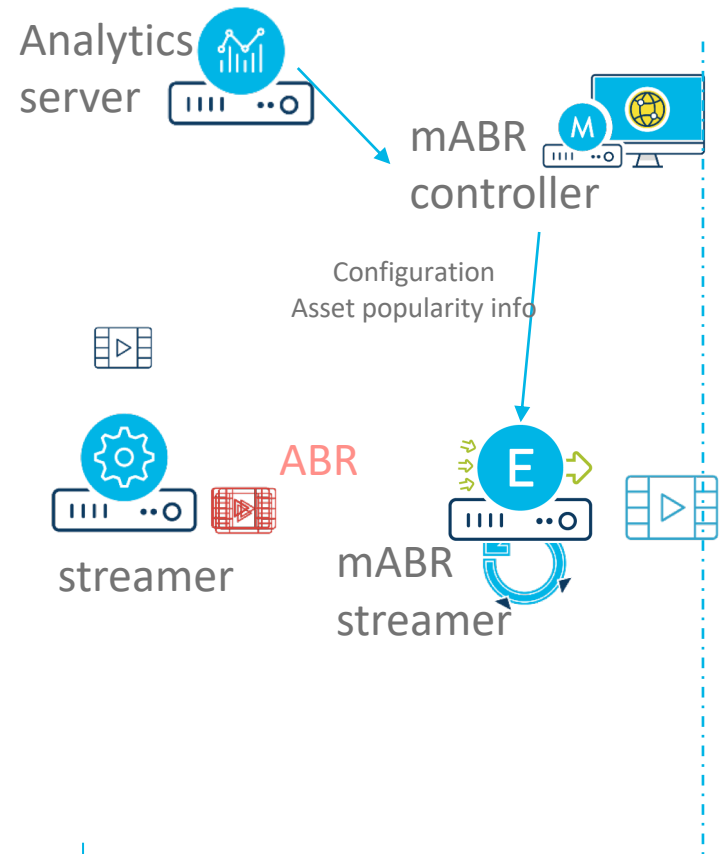


...protocols



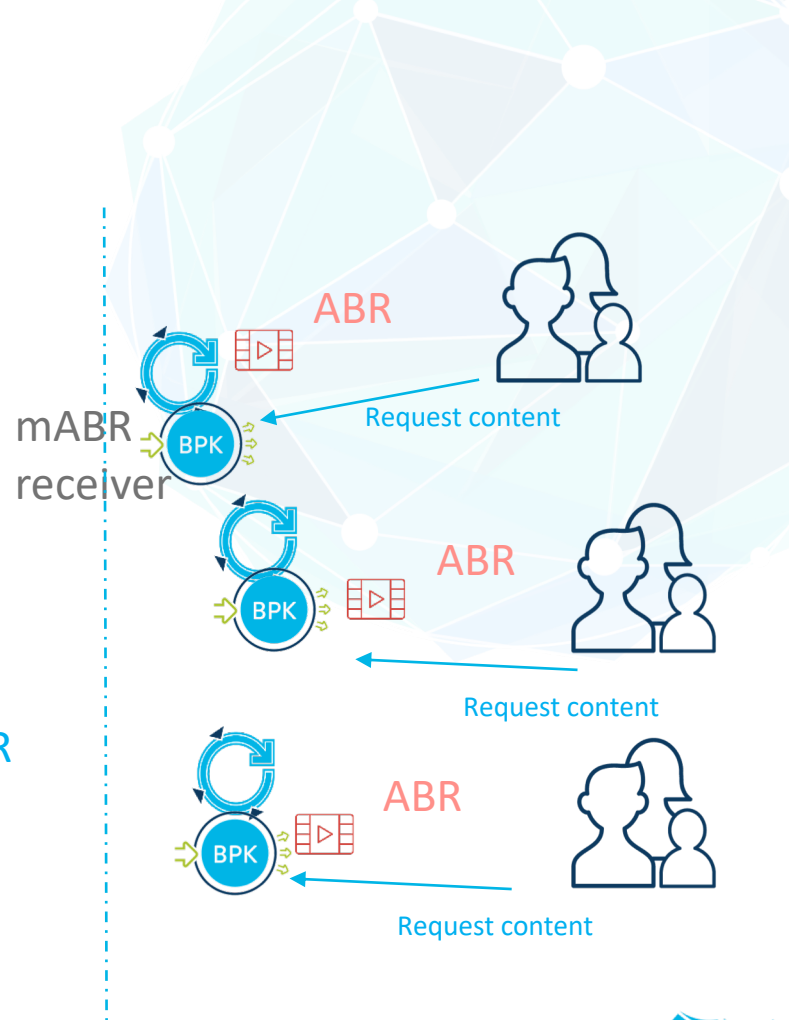
... screens

# mABR – Components



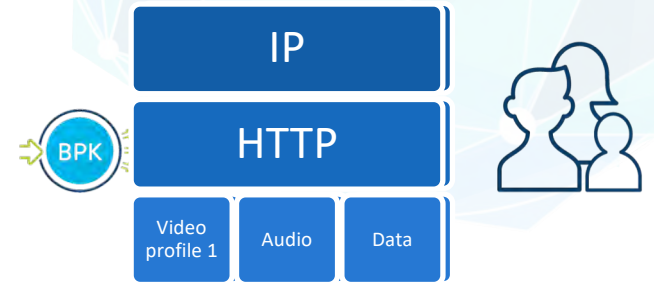
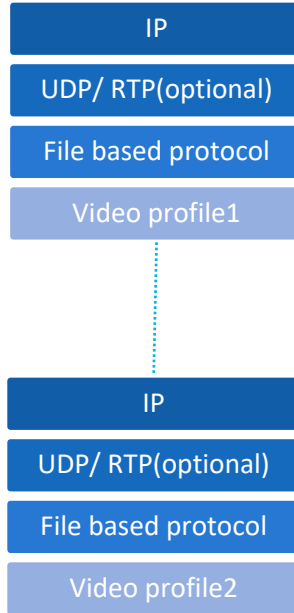
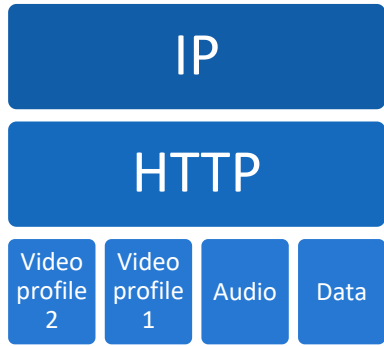
Head-end

multicast ABR



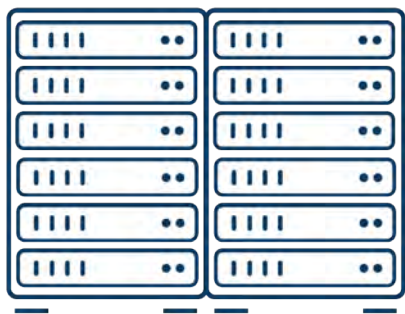
Edge network 

# Zoom in on the Technology



# Where put the mABR receiver ?

Bandwidth savings



Cache servers  
POP



Building  
/resort



Home  
/CPE

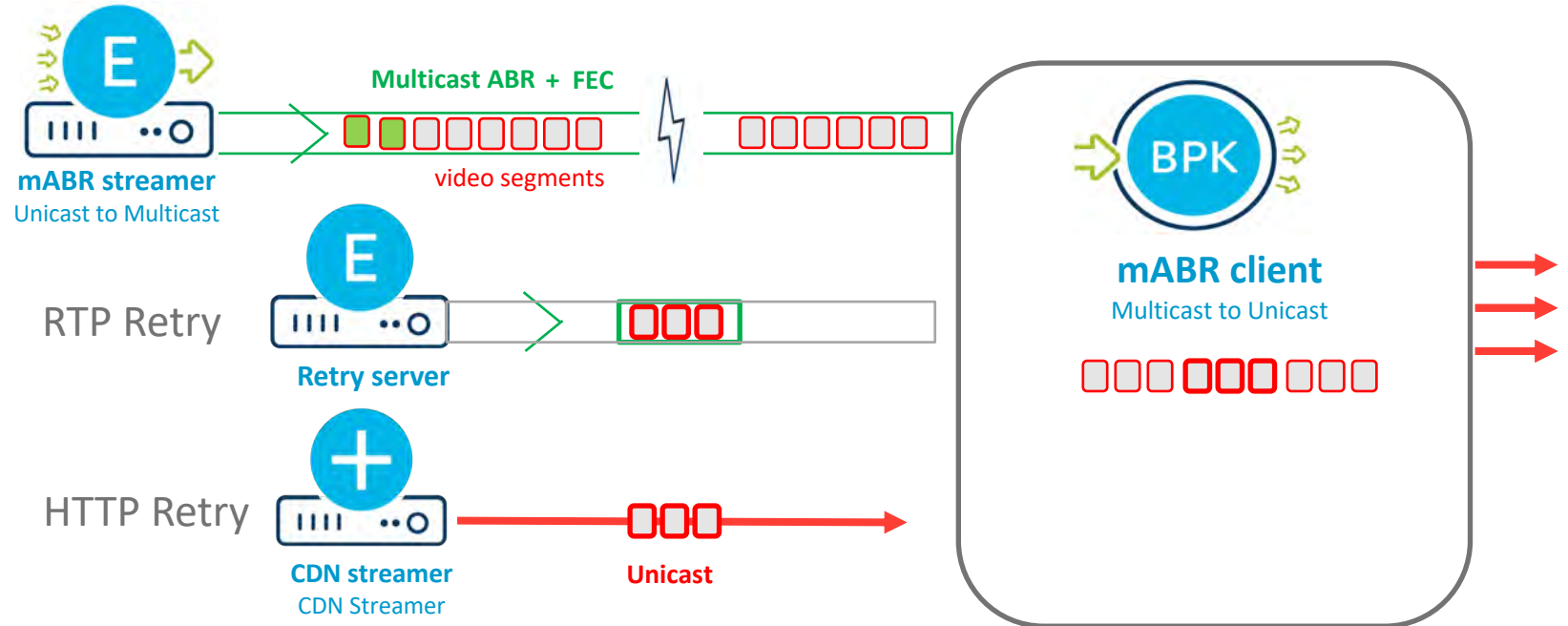


Device



# Error Correction

Stream repaired at the multicast level



# Why mABR can help for latency



Standard packager



Standard player

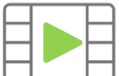
Quality\*



Latency



Low latency packager



Low latency player



Low latency packager



Low latency player



\*Service continuity, video layer reached

# mABR Status

Sept 2012  
nanoCDN solution  
Award winning  
solution



Oct 2016  
Last guidelines  
has been  
released

April 2017  
Took over the  
cablelabs  
guidelines

mABR



Janv 2016  
DVB group  
created  
Standardization  
still in progress.

CableLabs®

SCTE®



« Let's make mABR bigger..... »