



U S E C A S E



How **Medianova** helped **DLive** increase its
Time To First Byte (**TTFB**) by **2,5 times**
and its **average video** bitrate by **80%**.





About DLive

DLive is the world's first and largest streaming platform on Blockchain. DLive is a decentralized live streaming and video community that's built on the Lino Blockchain. DLive utilizes Blockchain to incentivize both content creators and viewers in on-platform cryptocurrency Lino Points. The company believes that all rewards belong to the creators and does not take cuts or charge any fees to creators.



DLive is built on a test net of the Lino Blockchain, a decentralized autonomous content ecosystem, which has its own native currency. Lino points are then distributed to infrastructure service providers, application developers, like DLive, validators and the users who contribute to the network. This mechanism is the reason why DLive can sustainably give back to the users of the platform and focus on building a rewarding and engaging community.



Challenge

The first concern of D-live was to deliver its live content with **lower TTFB** (Time To First Byte) and **buffer ratio**. Like any other live video streaming platform, the number of publishers on Dlive's website is constantly high, so it takes browsers some time to connect with servers and start live streaming the content of their pages.



This being said, the platform relies heavily on live video streaming and **Video Start Time** constitutes another challenge for Dlive.

When the user clicks on a stream, they expect the live video to start playing immediately without delays or buffering. This brings us down to Dlive's last and main challenge: to support their brand's image with **availability** and eventually a **good end-user experience**.

Dlive is aware that UX is crucial for long-term sustainability. Therefore when they reached out to Medianova for its service, they had a clear vision of what they wanted to achieve through this collaboration.

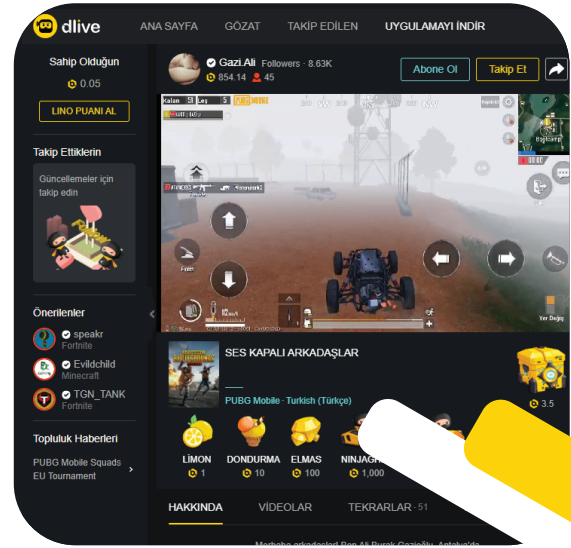


Solution

In order to align with DLive's vision, Medianova needed to offer a robust **memory-based Live Streaming** solution.

This solution ensures a fast and seamless integration into DLive's infrastructure. It is tailored to enable the user to access the website's content through different devices and platforms while maintaining a high-quality video.

In addition to this live streaming service, DLive has been provided with local proxy servers over Medianova's Cloud.



After getting an insight into Medianova's performance, DLive decided to use **Medianova's agile and secure CDN** for its publishers' live event streaming.



Moreover, DLive chose Medianova for its reputable performance in the gaming industry in emerging markets, and eventually extended the use of Medianova's Live Streaming and **CDN solutions to other markets like Georgia, Eastern Europe (Romania, Poland), UK and Western Europe markets.**

Additionally, Medianova's **7/24 technical support through Slack** particularly fits DLive's work culture and therefore makes the process even smoother.



Results

After less than one month, Dlive was witnessing



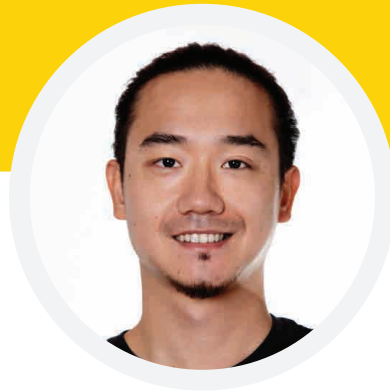
2,5 times faster TTFB



80% higher average video bitrate.



Similarly, publishers' ping times to Dlive's origin by proxy servers on Medianova Cloud was enhanced by **50%**, leaving both Dlive and Medianova fully satisfied with the outcome.



Liang Tian

Head Of Infrastructure
at Lino Network

“In order to keep up with the pace at which Dlive is operating, we had to lower our TTFB and Video Start Time and to find an easy to integrate Live Streaming Content Delivery Solution. Luckily, Medianova was a perfect fit with its memory-based Live Streaming service, its regional hosting service and its consistent technical support through Slack. The results were demonstrated in less than a month and we couldn't be more satisfied with this collaboration”

