

Internet Broadcasting by Telefonica

Large-scale content distribution network (CDN)

Customer: Telefonica
Industry: Telecommunications

Customer Profile

Telefonica is one of the world's largest telecommunications companies. It operates in 25 countries and its customer base exceeds 260 million globally.

Business Situation

Telefonica decided to offer its corporate customers value-added services in addition to its voice and data products.

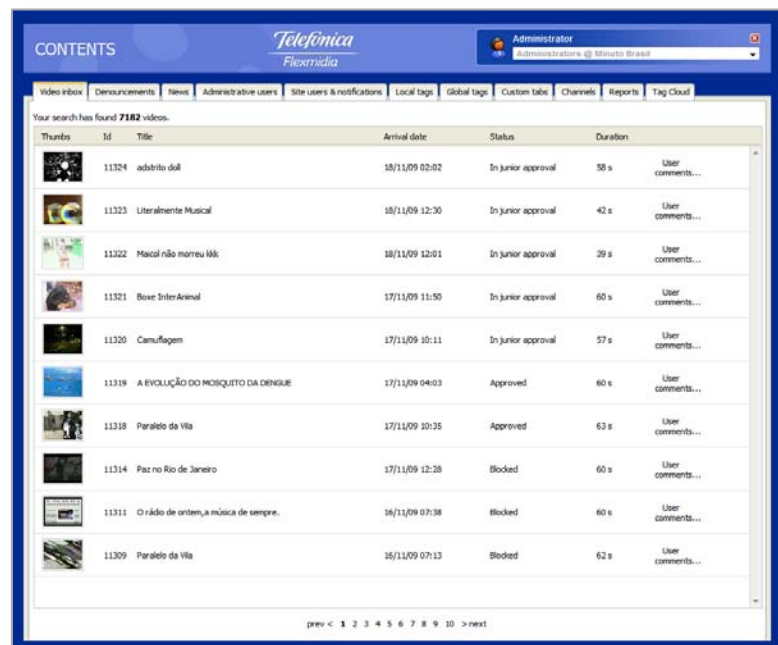
Solution

LabOne's software engines provide Telefonica with 100% of its CDN software needs, and LabOne's professional services are employed in order to continue developing Telefonica's functionality and customized applications.

Telefonica is one of the world's largest telecommunications companies. Its activities are centered mainly on fixed and mobile telephony businesses, while its broadband business is the key growth driver underpinning both. It operates in 25 countries and its customer base exceeds 260 million globally.

BUSINESS SITUATION

Telefonica decided to offer its corporate customers value-added services in addition to its voice and data products. As Telefonica researched their options for providing these services, they discovered that rich media-centric applications such as eLearning, IPTV, webcasting (live and on-demand) and digital media asset management systems were tremendously appealing to its customer base. Unfortunately, these premium services would have stretched the bandwidth of its network past its limit, at very high costs, thereby defeating the purpose of the offering.

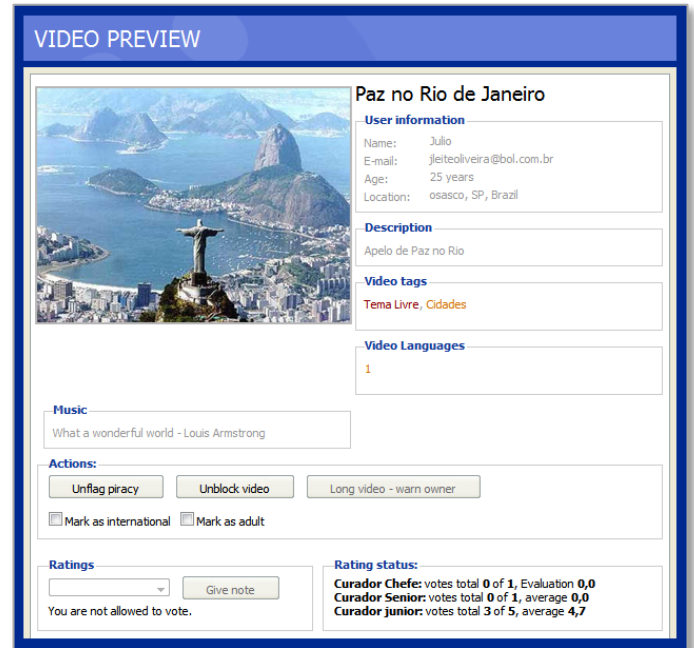


Content Delivery Network management console

SOLUTION

LabOne Systems was asked to customize and deploy its Media-iBox infrastructure system to power Telefonica's entire Content Distribution Network in Brazil. The largest of its kind in the region, Telefonica's CDN has been in operation since 2003 with a large number of corporate and entertainment customers.

LabOne's software engines provide Telefonica with 100% of its CDN software needs, and LabOne's professional services are employed in order to continue developing Telefonica's functionality and customized applications. By choosing to deploy its own CDN software and load-balancing technology using LabOne's software and professional services, Telefonica has been able to reduce the costs associated with using virtual network companies. In addition, as a local solution, LabOne is able to provide Telefonica with 24x7 response time and unparalleled customer satisfaction.



The screenshot shows a video preview interface with a blue header. The main content area features a video player showing a scenic view of Rio de Janeiro, Brazil, with the Christ the Redeemer statue in the foreground. To the right of the video player, there is a sidebar with the following information:

- VIDEO PREVIEW**
- Paz no Rio de Janeiro**
- User information:** Name: Julio, E-mail: jleiteoliveira@bol.com.br, Age: 25 years, Location: osasco, SP, Brazil
- Description:** Apelo de Paz no Rio
- Video tags:** Tema Livre, Cidades
- Video Languages:** 1
- Music:** What a wonderful world - Louis Armstrong
- Actions:** Unflag piracy, Unblock video, Long video - warn owner, Mark as international, Mark as adult
- Ratings:** Give note, You are not allowed to vote.
- Rating status:** Curador Chefe: votes total 0 of 1, Evaluation 0,0; Curador Senior: votes total 0 of 1, average 0,0; Curador junior: votes total 3 of 5, average 4,7

Content approval and metadata management

FOR FURTHER INFORMATION:

<http://www.labone.net/success/telefonica>

