



Building trust with your online customers.

# MEDIA DELIVERY

The service that delivers instant, uninterrupted access to video on any device, anywhere.



# Media Delivery

In addition to fast and secure website browsing, global online audiences today demand instant, uninterrupted access to video on any device, anywhere. With numerous options for video consumption at their disposal, they have no qualms about turning to other providers to get the high-quality experience they expect. Meanwhile, the challenges of online content delivery are growing relentlessly, making it increasingly difficult to deliver consistent high-quality experiences to growing audience sizes amidst frequent spikes in demand.

## What is Media Delivery?

Deutsche Telekom Global Carrier offers a Media Delivery service that is optimized for adaptive bitrate (ABR) streaming and provides a high-quality viewing experience across the broad variety of network types — fixed or mobile — at varying connection speeds.

Built on the world's leading content delivery platform, **Media Delivery** is scalable and provides superior reliability, availability, and reach.

The solution securely delivers prepared, pre-segmented HTTP-based streaming media, both live and on-demand. This includes support for the following video and music formats:

- HTTP live streaming (HLS)
- HTTP dynamic streaming (HDS)
- Microsoft smooth streaming (MSS)
- Dynamic adaptive streaming over HTTP (MPEG-DASH)
- Common media application format (CMAF)

While **Media Delivery** is both workflow- and origin storage-agnostic, it can easily be combined with complementary services such as **live media ingest**, **media storage** or **dedicated tiered distribution caching** for an efficient, high-quality streaming media solution.

## KEY BENEFITS AT A GLANCE:

### Reliability, Scalability, and Security



Maintain superior video quality and reliability. Our globally distributed network architecture is backed by a 100% uptime SLA.



Scale rapidly for large audiences. Simply leverage the distributed network's ability to dynamically and intelligently distribute load.



Optimize online video playback quality and performance. Our application-aware software intelligence is uniquely tuned to optimize ABR streaming.



Reach audiences on any device. All that's needed is support for a wide range of standard video streaming protocols.



Get actionable insights into streaming performance and quality of experience.



Protect premium content and secure revenue streams.

# Standard and Optional Features

## RELIABILITY AND SCALE

### Global Media Delivery Platform

Delivers on average 50 Tbps of Internet traffic daily, with a record of more than 80 Tbps

### 100% Uptime SLA

Will serve content 100% of the time

### Origin Failover

Ensure uptime by switching from one origin to another if a failure occurs including configurable policies, recovery methods and failure reporting for a variety of scenarios.

## PERFORMANCE

### Advanced Cache Control

Intelligently caches content close to end users while offloading traffic on the origin infrastructure

### Tiered Distribution

Additional caching layer further optimizes origin offload and improves performance for end users

### ABR Streaming

Adjusts content dynamically for changing network conditions to ensure a high-quality experience

### Segment Prefetch

Optimizes video playback quality by utilizing origin assistance to pre-position anticipated video segment at the edge during playback

### Quick Retry

Enhances delivery performance through detection of Internet bottlenecks, and attempts alternate paths to avoid slower connections

### HTTP/3 QUIC Support

A new UDP-based transport protocol that can improve video performance and provide a consistent quality of experience

### HTTP/2

New protocol provides many improvements over previous versions in terms of efficiency, performance, and security

### IPv6

Support for the latest communication protocol, including dual stack IPv4/IPv6

### Purge & Fast Metadata Activation

Activate property configuration changes and update content rapidly

## SECURITY

### Standard TLS

HTTPS delivery over custom certs using SNI

### TLS: Shared Cert

HTTPS delivery using a SAN certificate of a shared domain

### Access Control

Manages security controls that govern end-user access to content

### Token Authentication

Secures premium content from unauthorized access by preventing link sharing

### Cloud Authentication

Delivers content from various cloud origins using simple authentication configurations

Media Delivery Services are part of Deutsche Telekom Global Carrier's Content Delivery Network (CDN) Service Suite. Here is a brief overview of the various CDN services we can offer you:

## Content Delivery Network (CDN) – speed, availability and security for your online business

Whether you need fast loading times for your websites, top streaming quality for your video content, or maximum security on the internet, our intelligent CDN solution suite sets your online business apart from the competition. Use the benefits of our global CDN infrastructure and innovative solutions to your advantage and build trust with your online customers.

- Our **Web Performance Product Suite** delivers fast, reliable and cost-effective online experiences for your customers. The suite's faster performance helps you become more agile, maximize audience engagement and improve your business results. It also mitigates the high cost of managing infrastructure challenges across the internet.
- Our **Media Delivery Service** delivers instant, uninterrupted access to video on any device, anywhere. The service is optimized for adaptive bitrate (ABR) streaming and provides a high-quality viewing experience across the broad variety of network types — fixed or mobile — at varying connection speeds.
- Our **Web Security Product Suite** keeps your business a step ahead of online attacks and attackers by ensuring that your customer data is always available and secure. The suite helps you face the ever-growing and widening range of threats, circumvent the industry-wide shortages of security talent and manage through business dynamics such as cloud migration.

### Get it Right!

Ask our experts: [telekom-cdn-solutions@telekom.de](mailto:telekom-cdn-solutions@telekom.de)

### Publisher

Telekom Deutschland GmbH  
Deutsche Telekom Global Carrier  
53227 Bonn  
[www.telekom.de](http://www.telekom.de)

### Visit us on:

[globalcarrier.telekom.com](http://globalcarrier.telekom.com)

