Edgeware launches StreamPilot for unique multi-CDN control

Cloud-based platform enables real-time, in-session and per segment-based delivery control in multi-CDN environments, independent of client, CDN and video formats.

Stockholm, Sweden – September 3, 2019 – Edgeware has today announced the launch of its new StreamPilot session control platform that will give broadcasters, content providers, and telecom and cable operators real-time, in-session and per segment delivery control when streaming media in a multi-CDN environment.

The SaaS-based StreamPilot uses a new patented (pending) technology by Edgeware to control every session with per-segment granularity between the client and the delivering CDN. This ensures quality of experience (QoE) by actively monitoring, e.g. bitrate, and if required, switch sessions between CDNs in real time and during ongoing sessions.

Solutions today typically depend on the delivery CDN, can only support a subset of media formats and often require client integration. StreamPilot, however, avoids all of these limitations. It is CDN independent, so does not require an Edgeware CDN system or depend on any other delivery CDN. It also supports all media formats, including DASH (for Android clients) and HLS (for Apple clients), regardless if it is live or on-demand. Finally, it is client agnostic and therefore, provides a smooth and fast service turn-up.

"Content delivery network (CDNs) will play a central role in the transformation of TV," says Rob Gallagher, Research Director, Consumer and Entertainment Services for data, research and consulting firm Ovum. "As more viewers watch more content on more devices, spend on content delivery network (CDN) services to deliver video over the open Internet will grow from just under US$11 billion in 2018 to nearly US$16 billion in 2023, according to our latest forecasts. CDNs will also be critical to ensuring streams start fast, play buffer-free and generally meet consumers' increasingly high standards as demand scales. The ability to analyse and manage multiple CDNs to deliver the best quality experiences for the best possible costs will be an important strategy for a growing number of TV and video service providers."

StreamPilot features an all-seeing dashboard with an open API to enable automation and integration. This provides unique insights into important CDN performance indicators such as load, performance and cost, as well as end user experience. This information is key when optimizing and enhancing CDN delivery, especially when using multiple CDNs.

"We are extremely excited to present a solution that ensures quality and control for the growing use of multi-CDN environments," said Karl Thedéen, CEO of Edgeware. "StreamPilot is the industry's first session control platform to provide the possibility to analyse and manage any CDN in real time independent of any other component in the media delivery chain. Furthermore, our customers can instantaneously benefit from StreamPilot's functionality by connecting to the Edgeware Cloud Service".

"StreamPilot opens up a wide range of possible applications that can utilize the insights gathered from the video sessions," said Johan Bolin, chief product and technology officer at Edgeware. "StreamPilot's unique location, sitting in the control plane between the client and the CDN, makes it possible to test new concepts, measure outcomes and rollback changes in real time. Furthermore, StreamPilot can be used to insert "blackouts", enforce rights and

policies and block illegal distribution. It will enhance existing CDNs and provide common functionality across a multi-CDN environment."

StreamPilot is offered as part of the Edgeware Cloud Service which was launched in April 2019.

StreamPilot will be demonstrated live for the first time on Edgeware's booth (14.F20) at IBC2019 in Amsterdam between September 13-17. To learn more about StreamPilot and Edgeware's latest solutions, book a meeting with the team here.

About Edgeware

Edgeware supplies operators and content providers with systems to deliver modern TV services over the Internet at a huge scale. Edgeware's unique technology provides an outstanding viewing experience that allows its customers to retain control of their content. Edgeware has more than 200 customers and is headquartered in Stockholm, Sweden, with staff across Europe, Asia and the Americas.

For more information, please visit www.edgeware.tv

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