PEER5
WebRTC based eCDN
Peer5 Solves the Peak Problem

Large companies with offices worldwide use video to keep their employees informed and trained. These videos are watched by many users on the same network and thus congest the network. This results in poor video and also interferes with the employees’ ability to access the Internet - this is called the Peak Demand Problem.

1. Poor Streaming experience
   Network is congested and the user either suffers a poor streaming experience or gets no streaming at all.

2. Congested Network
   Employees are unable to use the office network to get work done.

3. 10X Capacity Needed
   Just to handle these peak streaming events. This is expensive to buy and maintain and is an inefficient use of capital and resources.

Peer5 is a SaaS service: Our tracker runs in the cloud and coordinates the viewers. Integration typically takes one day. Customers keep their existing CDNs and add Peer5 on top.

Click for a real-time map of the Peer5 network.
(globe.peer5.com)
Peer5 Solution

To solve the Peak Demand Problem, Peer5 creates dynamic mesh networks between viewers who are watching the same video stream and enables the viewers to share the underlying video segments with each other instead of always fetching the segments from the CDN.

1. **95% Bandwidth Reduction**
   - Peer5 will serve 95%-99% of the video traffic consumed by viewers
   - Reduced congestion through network firewalls and gateways

2. **Improved Viewer Experience**
   - Less buffering and pausing
   - Higher quality video playback

3. **Simple Installation**
   - No client software to install on employee computers
   - No caching server to install on the enterprise network

**Standard WebRTC**
- Secure and Private
  - We rely on WebRTC which allows only encrypted communication
  - Video data is never written to disk

www.peer5.com
With Peer5 deployed, users can fetch chunks from the HTTP Edge and/or the P2P Mesh Network.
Standard, robust and simple to use

1. **WebRTC**
   Peer5 uses HTML5 standards (WebRTC, Media Source Extensions). No client install is needed. Integrated in all major video players.

2. **Analytics**
   Peer5 provides advanced analytics to measure your video performance and P2P offload in real time.

3. **Setup and Peer Management**
   Peer5 provides a robust backoffice to manage which peers are p2p enabled and to whom they can connect to avoid cross connections.

Peer5 lets you decide how your viewers will connect to each other.

www.peer5.com
Deployed in production

1. **Works at scale**
   Peer5 has successfully enabled internal events streaming to thousands of concurrent viewers

2. **10X more capacity**
   With our P2P delivery, large enterprises offload 90% of their bandwidth, increase their total streaming capacity by 10x and completely mitigate the network saturation problem

3. **Proven**
   We’ve distributed internal events for SAP, Siemens, DXC and other Fortune 500 companies. These customers can provide references
Case Study: Fortune 50 customer

1. Fortune 50 customer
   - Thousands of concurrent viewers
   - Multiple streams every month
   - 100 locations worldwide, HQ in USA

2. 91% bandwidth savings
   - At peak, 96% of bandwidth was offloaded
   - Less network congestion

3. 23% less buffering
   Peer5 is the only company that has managed to improve stream quality

HTTP Delivered: 566.25 GB
P2P Delivered: 5.7 TB
P2P Offload: 90.96%
Total Delivered: 6.27 TB

Total Playback Sessions: 36,546
Average Session Duration: 43.72 min
Rebuffer %: 0.41%
Peer5 Integration

Customers can add Peer5 easily and instantly solve the peak problem

1. **Simple**
   Can be enabled through a simple platform, partner UI

2. **Seamless**
   The Peer5 plug-in manages playback between the player and Peer5 distribution.

3. **Supports both Live and VOD**
Ideal Customer Profile

1. **Large**
   - Large corporations with 1,000+ knowledge workers

2. **Distributed**
   - Multiple regional offices in areas with limited connectivity or 50+ employees in one office

3. **Limited IT Resources**
   - Want simple setup with no servers or client software to install

4. **Broad Browser Support**
   - Employees using desktop and mobile browsers with WebRTC support: Firefox, Chrome, Opera, Safari 11+
1. 95% Bandwidth Reduction
2. Seamless, integrated player solution
   No installation for the customer
3. Secure, standards-based solution

Massively scalable video streaming through a peer-to-peer network
Business Model

1. Pay As You Go
   Pay for each webcast individually.
   Pay per seat.

2. Annual Fee Based On Viewers
   Discount if you buy a yearly subscription.