

CENTRALIZED REQUEST ROUTER ORCHESTRATING TV DELIVERY

Edgware’s TV Director makes sure your TV content is streamed from the TV server that best fulfills criteria such as client location, server load and content distribution. It orchestrates your TV delivery and allows you to distribute your TV delivery closer to the viewer, optimizing their viewing experience. The TV Director is a centralized request router and a single point of entry for your CDN. By enforcing policies for your entire CDN it enables the best possible load balance and reliability. TV content including live, VOD and recordings can be load balanced across multiple delivery servers, giving access to thousands of pieces of content simultaneously.

WHAT IT DOES

The TV Director allows broadcasters, telcos, cable providers and TV content owners to always route content requests so that content are always streamed from the most optimized TV server or CDN.

Built on http-based request routing and policy enforcements the TV Director will route requests based on a number of key attributes such as client location, server load level, content type and time & date, to mention a few.

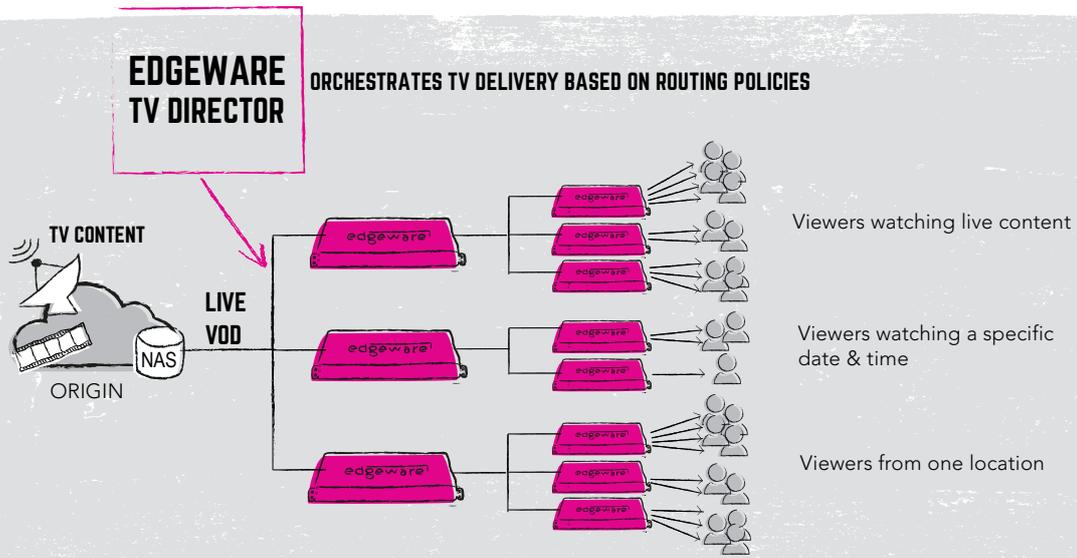
The centralized role of the TV Director allows a unique capability to serve as an orchestrator selecting the best possible TV server, or CDN. In addition it enables a hierarchical TV Delivery server structure giving an efficient content propagation.

KEY FEATURES & BENEFITS

- ✔ Centralizes control of policy based routing options such as client location & type, content type (Live/VOD) and date/time
- ✔ Selects the most optimized TV server/CDN ensuring best possible control of viewing quality reducing buffering, delays and glitches
- ✔ Centralizes entry point for WebTV & IPTV models and multiple TV services (Live, VOD, time-shift TV)
- ✔ Selects TV server/CDN based on predicted requests, minimizes risks for server over-load at high demand live events
- ✔ Fully automated popularity based content propagation in a distributed model

HOW IT WORKS

1. TV Director receives all client requests.
 2. Request is validated so that it complies with routing policies.
 3. Request is routed to the most optimized TV server/CDN based on the policies set, e.g. proximity, availability and server load.
- Other policies that can be defined are geo and device blocking, limiting concurrent streams per customer, and floating sessions during change in client IP.
4. Approved requests are directed to the selected CDN where content will be streamed in the requested format.



HOW TO DEPLOY

The TV Director offers multiple deployment options for various deployment scenarios and customer preferences. Deployments can be made on standard computing platforms (COTS) or in the cloud.

TECHNICAL SPECIFICATIONS FOR TV DIRECTOR

SW FEATURES
HTTP/S, RTSP
Policy Based Routing
Client location
Server load level
Content type
Time & date
Format
ISP
Bit-rate
Device
Protocols
Asset name
Geo & device blocking
Route between circular buffers and recording
Route based on full circular buffer
Popularity based routing
...and more

SYSTEM HW / SW
Linux RHEL 7
COTS, cloud

FOR MORE INFO ON RELATED PRODUCTS, PLEASE SEE:

- [TV Delivery Data Sheet](#)
- [4020/4080 TV Server Data Sheet](#)