

Case study : akamai for nba

Business



The video plays best at connection speeds of greater than 15 Mbps (Cable or DSL ISP speeds). If you have trouble playing it on a Mozilla browser (Firefox), switch to Internet Explorer.

Also, if you let it play through once, the second playback will be smoother because some of the content is cached on local servers and your computer. Alternatively, find a campus or corporate network which has the requisite bandwidth. [CASE] The National Basketball Association (NBA) is the leading professional basketball league in the United States and Canada with 30 teams.

The NBA is one of four North American professional sports leagues. The other leagues are the Major League Baseball, the National Football League, and the National Hockey League.

Not only focused on the North America, the NBA has a large international following and is televised in 212 countries and 42 languages around the world. Increasingly, fans want and expect high quality game videos, live feeds, widgets, and Fantasy leagues. NBA.com has an inventory of over 400,000 digital assets, including 15,000 videos. Last year, there were over 850

unique visits to NBA.com from 20 countries.

Akamai Technologies, Inc. is a company that provides a distributed computing platform for global Internet content and application delivery. Akamai is headquartered in Cambridge, Massachusetts. The company was founded in 1998 by MIT graduate student Daniel Dinkler, along with MIT Applied

Mathematics professor room Leighton and MIT Sloan School of Management students Jonathan Selling and Pretties Michigan.

Leighton still serves as Swami's Chief Scientist, while Lenin was killed aboard American Airlines flight 11 which was crashed in the September 11 attacks of 2001.

Zamia is a Hawaiian word meaning smart or intelligent. Swami's primary service is provided by its proprietary Generator. Zamia transparently mirrors content? sometimes all content, including HTML and CSS, and sometimes just media objects such as audio, graphics, animation, and video? from customer servers. Large firms deliver their content to over 95,000 Zamia servers in 70 countries. These local Zamia servers cache (store) this content awaiting local demand.

Swami's network is intelligent enough not to distribute content to a local server until and unless there is local demand. FIG .

En you click on an online video at NAB. Com, the domain name is the same, but the IP address points to an Zamia server rather than the NAB server. The Zamia server is automatically picked depending on the type of content and the user's network location.

Swami's Exploratory is one of the world's largest distributed computing platforms. Rhea benefit is that users can receive content from whichever Zamia server is closest to them or has a good connection, leading to faster download times and less ' limitability to network congestion or outages.

The Internet was never designed to handle large volumes of video simultaneously streaming from a single corporate server to all Internet devices. However, this content can be sent to the “ edge” of the network where Zamia servers are located, and on a local or regional basis, stream this content on demand from local servers. Swami’s 40, 000 distributed servers allow it to monitor global Internet traffic patterns, attacks on the Internet, and latency : delays caused by excessive Internet traffic). In addition to image caching, Zamia provides services which accelerate dynamic and rationalized content and streaming media.