



Growing case for multicast?

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Overview

- Summary of the LINX mcast-ops debate
- What's been happening
- New multicast transition mechanism (AMT)

Hard stats

- Last month GMIX delivered
 - 1.7 Million 500kbps streams for WRC.com
 - That's a UK audience
- That's just one of our channels!
- We deliver terabytes of video every month
- How much is that costing YOU?

A brief summary of opinions

- Local access issue → backhaul bandwidth cost
- Viewing habits → right now vs. regular slot
 - Live vs VOD → how much is there of each?
- Push overnight and cache
- Carousel type approach for popular content
- Age-old (mis)perceptions about multicast
- Just build it (b/w) bigger and bigger
- TV for the masses is best ‘broadcast’
- Not possible to cache everything you want

More hard facts

- Video isn't going away
- VOD counts for A LOT, but there will always be a place for live
 - News, sports, scheduled playout
- Multicast can alleviate the cost of delivering video → probably significantly
 - Especially so going forward

Barriers?

- Local access/backhaul network → the main gripe!
- Multicast doesn't work (myth)
- Lack of CPE
- It's scary (myth)
- Content → chicken & egg problem
 - Content is out there
 - Only YOU can break out of this cycle
- Lack of transition mechanism / strategy
 - Errr, hold on.... 😊

Barriers... So what?

UK ISP Plus Net published figures which showed it had seen 66% growth in the volume of streaming traffic on its network since 1 December 2007. This translated to an increase in the cost of handling that traffic from £17,233 to £51,700 per month.

Source: <http://news.bbc.co.uk/1/hi/technology/7370956.stm>

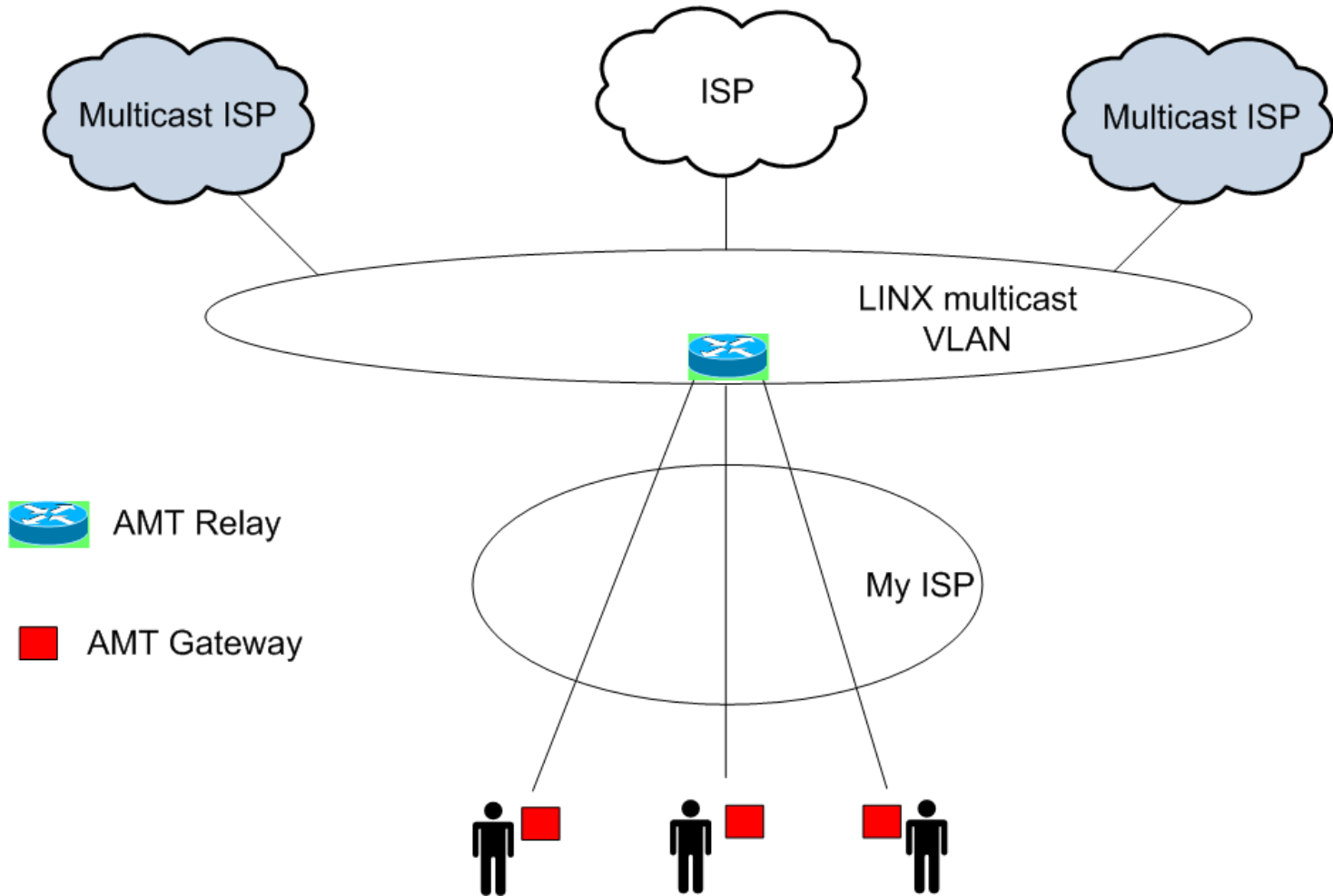
- there are barriers, but there are potentially huge financial benefits to be gained?
- Pragmatism needs to replace resignation and inertia

AMT

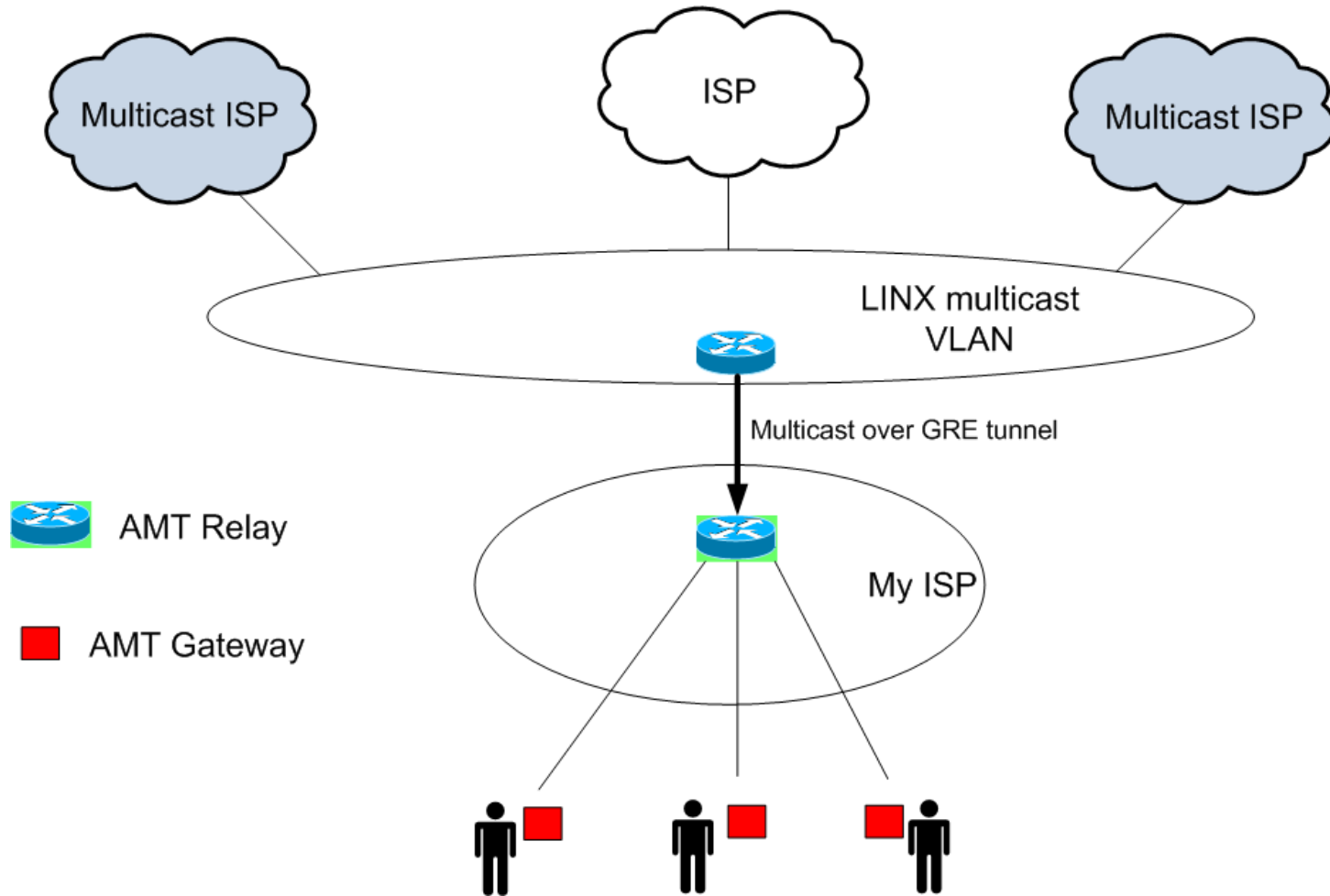
Automatic IPM without Explicit Tunnels
draft-ietf-mboned-auto-multicast-08

- Auto-tunneling mechanism
 - No host mods
 - No app mods
 - Minor infrastructure support req'd
- Allows for:
 - PIM-SSM sending
 - PIM-SSM receiving
 - ASM receiving

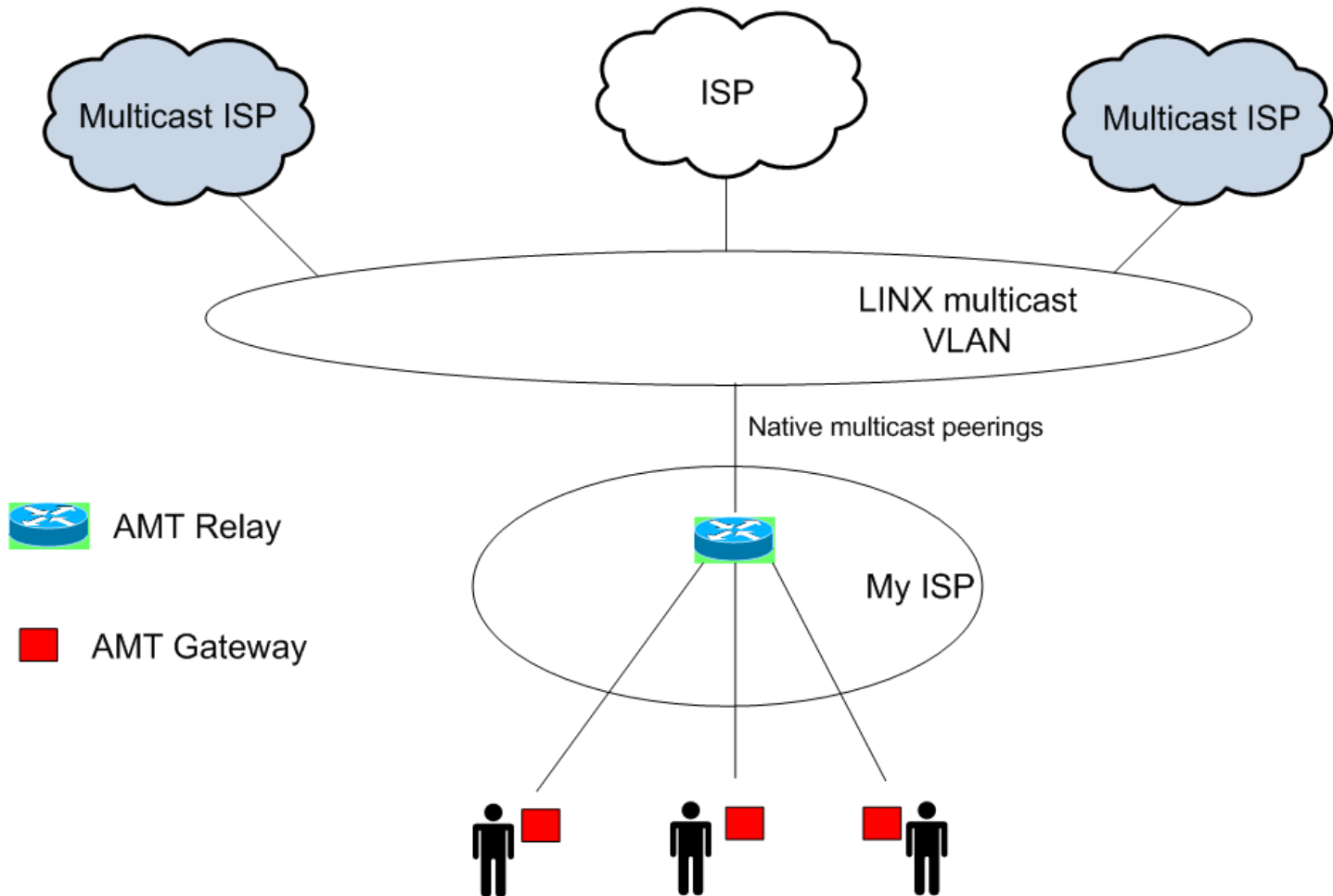
AMT (1)



AMT (2)



AMT (3)





The End

- Happy to help get you up and running
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