TrafficPeak | OBSERVABILITY PLATFORM

Your streaming platform, whether it's for music, video, or live broadcasting, handles vast amounts of data. It requires real-time insights into user preferences, streaming quality, and content performance.

MEDIA/STREAMING SOLUTIONS

TrafficPeak benefits

Real-time observability

With TrafficPeak, on Akamai Connected Cloud, you can understand your user engagement data instantly. For instance, if a newly released series is getting a lot of traction, you can promote it more prominently to users, increasing viewership and enhancing engagement.

Scale to zero-egress on-prem deployment

You often deal with licensing restrictions and regional content storage regulations. With TrafficPeak's capability to scale on-prem, your streaming platform can maintain data locally while optimizing resources, adhering to regulations, and delivering content faster to users.

Reduced cost to ingest

You constantly update your content library. With the reduced cost to ingest, you can continually expand your offerings without inflating operational costs.

Unified visibility

Understand global streaming patterns, regional preferences, and device-specific performances, all from a singular platform. This aids in optimizing content delivery and enhancing user experiences.

With TrafficPeak's real-time observability, you can anticipate content demand, leading to a more streamlined and efficient content caching and delivery strategy.

Add to this the advantage of locally adhering to content licensing and compliance.

TrafficPeak use cases

Optimized content delivery for peak viewership

A streaming service releases a much-anticipated series. Using TrafficPeak's analytics, the service predicts regions with the highest viewership demand. Akamai's CDN then prioritizes content delivery to those regions, ensuring high-definition streaming without buffering during peak viewership.

Personalized content recommendations

A streaming platform aims to provide highly personalized content recommendations to retain users and increase watch time. TrafficPeak's analytics processes user viewing habits, search queries, and engagement data. Akamai's CDN ensures that these recommendations, based on large data sets, are delivered quickly and effectively to users globally, making their viewing experience feel tailored just for them.

75% less expensive than other providers