

Case Study

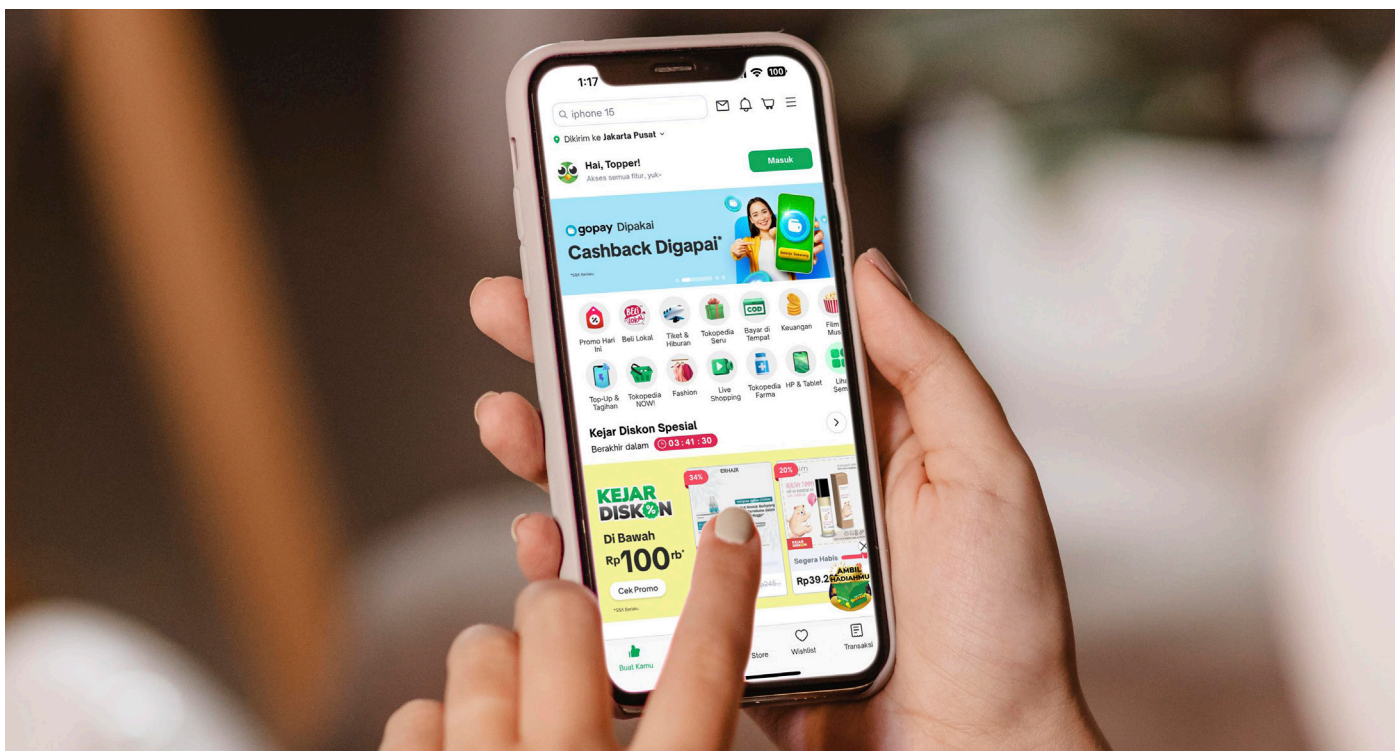
Tokopedia Play Elevates Livestreaming Experience with BytePlus



Imagine this: a bustling online marketplace, teeming with eager sellers and excited buyers. In this vibrant digital space, livestreaming has become the hottest trend, connecting merchants and consumers in real-time, interactive experiences. This is the world of Tokopedia Play, a rising star in the Indonesian livestreaming landscape.

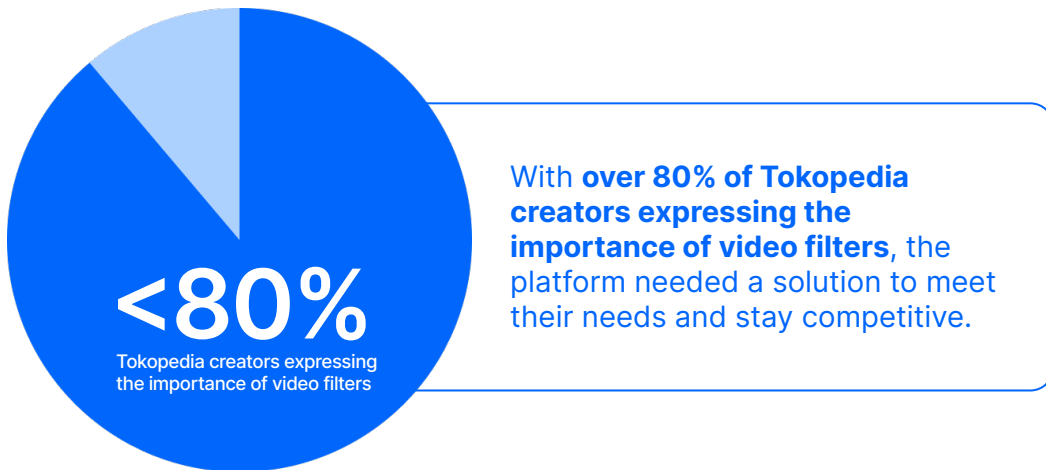


In the bustling world of online marketplaces, livestreaming has emerged as a powerful tool for connecting merchants and consumers in real-time, as well as providing interactive experiences. Tokopedia Play recognized the importance of keeping pace with evolving market trends and empowering its creators with the right tools to succeed.



The Challenge

As the popularity of livestreaming grew, Tokopedia Play faced a challenge. Its competitors were offering advanced video enhancement features, allowing their creators to present a polished, professional appearance on-screen. Tokopedia's creators voiced their desire for similar tools to enhance their livestreams and boost viewer engagement.



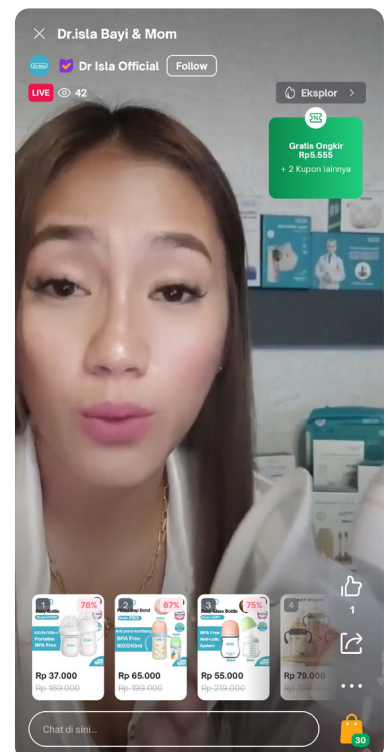
BytePlus Effects

Empowering Livestreamers with Professional Enhancement Features

Tokopedia turned to BytePlus Effects, impressed by its credentials as the technology powering ByteDance's globally popular apps. BytePlus offered a user-friendly SDK that could seamlessly integrate with Tokopedia's platform, making it an attractive choice compared to open-source alternatives.

During the integration process, BytePlus' technical support team, led by Solution Architect Sun Bojie, worked closely with Tokopedia to overcome any challenges. Tokopedia had been using a broadcaster SDK from a third-party provider that lacked documentation and support for integrating OpenGL rendering solutions like the BytePlus Effects SDK. Recognizing the importance of a seamless integration for Tokopedia, the BytePlus technical support team leveraged their expertise to develop a customized solution:

- Drawing upon their expertise, the team investigated the sample code from the third-party SDK and conducted extensive integration testing. Based on their findings, they developed step-by-step demo code to guide Tokopedia's team through the integration process.
- The collaborative efforts of the BytePlus team, spearheaded by the technical team's knowledge and dedication, successfully integrated the enhancement features into Tokopedia's platform.



The successful collaboration between BytePlus and Tokopedia highlights the importance of dedicated support and expertise in implementing advanced technology solutions in the dynamic digital landscape. With BytePlus Effects integrated into Tokopedia Play, the platform's monthly active livestreamers now have access to the same enhancement features as many other major platforms. This has been particularly important for the growing trend of "midnight livestreams" in Indonesia, where brands promote special deals late at night.

"By leveraging a CDN, businesses can [experience a remarkable 30% boost in user experience](#). BytePlus CDN took Tokopedia's content delivery to the next level, ensuring seamless and disruption-free content delivery across locations."

Melvin Lim, APJ Product Specialist for CDN, Security, and EdgeCloud

Having these effects available allows creators to look their best on camera, regardless of the hour, without extra preparation. It provides a seamless, professional experience that both streamers and viewers expect.

While overall livestream viewership peaks at noon, Tokopedia sees significant audience engagement during these midnight streaming sessions. The integration of BytePlus Effects has been crucial in meeting creator expectations and providing a complete, competitive livestreaming experience on Tokopedia Play.





BytePlus CDN

Boosting Performance and User Satisfaction Across Indonesia

In addition to enhancing its livestreaming capabilities, Tokopedia sought to improve its content delivery performance across Indonesia. With a rapidly growing user base and increasing traffic, Tokopedia required a CDN solution that could handle significant traffic volumes efficiently and provide comprehensive coverage throughout the country.

Tokopedia chose BytePlus CDN to address these challenges. BytePlus CDN offered an extensive network of strategically located points of presence (PoPs) across Indonesia, ensuring reduced latency and improved user experience in various regions, including remote areas. The implementation process was seamless, taking only two hours thanks to BytePlus CDN's compliance with standard protocols and Tokopedia's familiarity with them. The results were remarkable:



Reduced Latency

BytePlus CDN significantly reduced latency for users across Indonesia, including those in remote areas like Makassar, resulting in faster content delivery and an enhanced user experience.



Improved Traffic Handling

During high-traffic events, such as the 11.11 or 12.12 shopping festivals, Tokopedia successfully handled the increased traffic without any notable issues, ensuring smooth performance and minimal error rates.



Enhanced User Experience

With faster content delivery and reduced latency, Tokopedia was able to provide a better user experience to their customers throughout Indonesia, contributing to increased customer satisfaction and engagement.

Unmatched Value and Performance for Indonesian Businesses

Adrianus Kevin Kusuma, Engineering Manager at Tokopedia, praised BytePlus CDN for its exceptional performance and value. He noted that BytePlus CDN's pricing structure is highly competitive, making it an attractive option for businesses in Indonesia. However, what truly sets BytePlus apart is its ability to deliver outstanding results at this price point. Adrianus mentioned that compared to other CDN providers, BytePlus CDN offers a level of performance that surpasses expectations, ensuring that Tokopedia can provide a seamless user experience to its customers across the vast Indonesian archipelago.

By leveraging a CDN, businesses can **experience a remarkable 30% boost in user experience**. BytePlus CDN took Tokopedia's content delivery to the next level, ensuring seamless and disruption-free content delivery across locations. With enterprise-grade features, Tokopedia achieved operational excellence and unlocked significant cost savings, all while elevating their online presence," said Melvin Lim, APJ Product Specialist for CDN, Security, and EdgeCloud.



By offering a powerful combination of affordability and performance, BytePlus CDN is making high-quality content delivery accessible to a wider range of businesses in Indonesia. This means that more companies, regardless of their size or budget, can now benefit from the same cutting-edge technology that powers Tokopedia's successful e-commerce platform. With BytePlus CDN, businesses can focus on growing their online presence and delivering exceptional user experiences without compromising on performance or breaking the bank.

Empowering Creators and Driving Growth

The integration of BytePlus Effects and BytePlus CDN has been a game-changer for Tokopedia. With these powerful tools at their disposal, Tokopedia's creators can focus on producing engaging content and connecting with their audience, knowing they have the resources to present a polished and professional experience at any time.

The enhanced livestreaming features have been particularly valuable for the growing trend of "midnight livestreams" in Indonesia, where brands promote special deals late at night. Creators can now look their best on camera, regardless of the hour, without extra preparation. This seamless experience has been crucial in meeting creator expectations and providing a competitive edge in the livestreaming market.

Moreover, the improved content delivery performance achieved through BytePlus CDN has contributed to increased customer satisfaction and engagement across Tokopedia's platform. Users can now access content quickly and reliably, enhancing their overall experience and fostering long-term loyalty.



Looking ahead, Tokopedia is well-positioned to continue expanding its presence in the e-commerce landscape. By partnering with BytePlus to enhance its technology stack, Tokopedia demonstrates its commitment to empowering its users and driving business growth in the dynamic world of online marketplaces.

The successful integration of BytePlus Effects and BytePlus CDN showcases Tokopedia's dedication to innovation and customer satisfaction. As Tokopedia continues to grow its user base and strengthen its position as a leading e-commerce platform, it sets an example for others in the industry, highlighting the importance of leveraging cutting-edge technologies to stay ahead in the ever-evolving digital landscape.