

Case Study

Net TV Streams Into the Future with BytePlus CDN



From Broadcast to Broadband:

How an Indonesian Media Giant Overcame Streaming Challenges to Reach Its Digital Audience

In the rapidly evolving landscape of Indonesian media, Net TV found itself at a crossroads. Known for quality content targeting young audiences, the broadcasting company faced a significant challenge as traditional television viewership declined. Recognizing the shift in audience preferences, Net TV embarked on a bold journey to reinvent itself in the digital age.



The Sunset of Traditional TV

Zulfikar Hidayat, digital product manager of Net TV's digital transformation, recounts the company's pivotal decision to create an OTT (Over-The-Top) platform. Highlighting the urgency to find new ways to broadcast their content, this realization led to the birth of Net TV Spec in 2022, marking the company's foray into the world of streaming.



A Rocky Road to Digital Success

The transition to digital was far from smooth. Net TV's initial attempts to leverage end-to-end solutions from various providers left them feeling powerless and frustrated. The company found itself in a precarious position, unable to address user complaints about buffering and playback issues effectively. "We don't have control for everything, but we have to be responsible with anything consumed by our audience," Zulfikar Hidayat notes, describing their predicament.

The challenges were multifaceted and complex:



Limited Infrastructure Control

End-to-end solutions offered little flexibility to address specific issues.



Team Capacity Constraints

Net TV lacked the in-house expertise to build and manage their own streaming infrastructure.



Telco Gateway Bottleneck

Their CDN provider didn't have points of presence (PoPs) inside the gateway of a major telco provider serving 75-80% of their users.



Time Zone Troubles

Previous partners' overseas locations led to communication delays and nighttime troubleshooting sessions.



A Turn Towards Innovation

In their search for a solution, Net TV found a strategic partner in BytePlus. The company offered a customized CDN solution that promised to address Net TV's streaming challenges. What distinguished BytePlus was not just our technology, but our collaborative approach. "BytePlus' services weren't just a transaction. Their willingness to work alongside us, finding solutions together, was incredibly valuable and set them apart," Zulfikar Hidayat remarks, highlighting the partnership's synergistic nature.

Tailored Solutions for Unique Challenges

BytePlus's solution addressed Net TV's pain points head-on:



IP Binding Feature

Implemented to enhance connection stability.



Strategic PoP Placement

BytePlus had already positioned their PoPs inside the major Indonesian telco provider's gateway.



Thorough Testing

A full month of Proof of Concept (PoC) and testing with full traffic ensured stability.



CDN Migration

Managed a complex transition between providers, ensuring zero disruption and optimized content delivery, leading to enhanced performance and reliability.



Local Presence

On-the-ground representation in Indonesia improved communication and problem-solving.

A New Chapter in Streaming

The partnership yielded rapid and substantial improvements. Zulfikar Hidayat expressed satisfaction with the outcome, noting that viewers were now able to fully appreciate Net TV's content offerings. The implementation of the new CDN solution effectively resolved previous data transfer issues, resulting in a seamless streaming experience for their audience.

The impact of BytePlus CDN on Net TV's operational efficiency is clear. By addressing critical technical challenges such as reducing latency by 51.5% and boosting download speeds by 32 times (from 3 Mbps to 95 Mbps), Net TV has significantly enhanced its streaming capabilities. These improvements have allowed Net TV to focus on its core strengths: achieving business results and producing innovative, engaging content for its audience, without being hindered by technical limitations.

Reducing latency by

51.5%

Boosting download speeds by

32x

Streaming Towards the Future

As Net TV continues to navigate the digital landscape, its partnership with BytePlus stands as a testament to the power of technological innovation coupled with local understanding. In the ever-changing world of media streaming, Net TV is now better positioned to write its next chapter, powered by a robust, reliable streaming infrastructure that meets the demands of its young, digitally-savvy audience.

