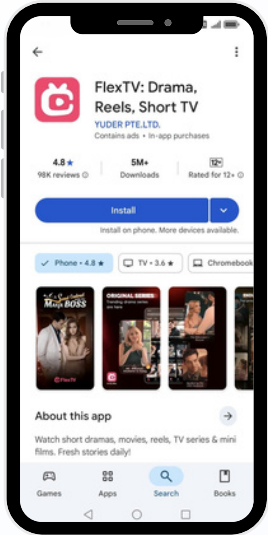


Case Study

From Guangzhou to the Globe: **How FlexTV and BytePlus** **Redefined Short** **Drama Streaming**



A New Era of Short Dramas



Picture this: three minutes, a twist that makes you gasp, and you're already sliding into the next episode. That's the binge rhythm FlexTV has perfected. With viral hits like "Mr. Williams! Madame is Dying", the platform has become a global sensation, pulling in **over USD \$26M in revenue within the first nine months of 2024** and maintaining a gross margin near 60%.

But scaling a new form of entertainment beyond borders isn't easy. FlexTV was among the **earliest pioneers to take Chinese short dramas overseas**, betting on a format few believed could thrive outside Asia. To keep its momentum, the company needed a partner who could guarantee seamless, high-quality playback for a fast-growing international audience.

The Streaming Challenge

FlexTV faced rising expectations on multiple fronts:

- **High concurrency** - millions tuning in simultaneously for new drama drops.
- **Cross-border delivery** - streaming across regions with uneven infrastructure.
- **Seamless playback** - ensuring zero buffering to sustain binge-worthy engagement.
- **Operational insight** - translating playback data into decisions that drive retention and revenue.

While headquartered in Singapore, FlexTV's leadership and engineering remained in Guangzhou, even as their audience base expanded rapidly across North America and Europe. That global-local dynamic meant the platform had to meet two realities at once: operate with the speed and adaptability of a Chinese tech team while delivering smooth, high-quality experiences to international users on every device and network condition.

BytePlus at a Glance – Powering FlexTV's Global Success

 **Smarter Streaming:** Pre-rendering + zero-first-frame playback for instant episode swiping. Adaptive bitrate and caching ensure smooth viewing on any network.

 **Operational Insight:** 19 playback metrics tracked in real time; ByteHouse cuts funnel analysis to <90 seconds.

 **Global Reach:** 1,300+ CDN nodes and 120+ Tbps bandwidth delivering seamless cross-border streaming.

 **AI Efficiency:** Automated drama summaries and ad copywriting with DeepSeek R1+ accelerate global campaigns.

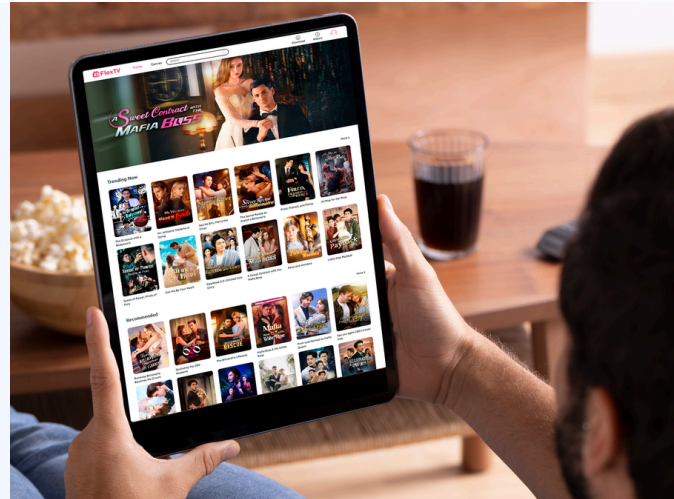
 **Always-On Reliability:** 24/7 global support and end-to-end delivery from cloud to edge.

The BytePlus Solution

To meet FlexTV's ambitions, BytePlus delivered more than infrastructure — it became the invisible stagehand ensuring that every three-minute drama landed flawlessly with viewers across the globe.

1. Smarter Streaming

At the heart of the collaboration was BytePlus's intelligent VOD player, designed for an era where swipes are faster than thoughts. With pre-rendering and zero-first-frame playback, FlexTV ensured that users could slide seamlessly from one cliffhanger to the next without a pause. Adaptive bitrate streaming and caching worked quietly in the background, adjusting video quality to fit anything from high-speed 5G to shaky café Wi-Fi. For FlexTV, this meant binge-worthy dramas stayed binge-worthy, regardless of the device or network.



2. Global Reach, Local Reliability

The BytePlus content delivery network stretched across more than **1,300 global nodes** with **120+ Tbps of bandwidth**, providing the power to handle millions of concurrent viewers with ultra-low latency. This global footprint transformed what used to be a cross-border bottleneck into a fluid experience: whether a user was in Bangkok, Berlin, or Boston, dramas loaded instantly and streamed without interruption.



3. Operational Intelligence at Scale

Streaming at scale isn't just about delivery; it's about knowing how every second performs. BytePlus equipped FlexTV with operational dashboards tracking 19 core playback metrics — from start-up speed to completion rates — enabling the operations team to fine-tune experiences in real time. On the analytics front, **ByteHouse** became FlexTV's control tower. With real-time data pipelines powered by Flink, funnel analyses that once took hours were cut to **under 90 seconds**. This gave FlexTV's team a live view of user retention and conversion, with blockbuster dramas showing conversion rates as high as **34% per episode**. Path analysis revealed where viewers dropped off, helping the team improve key conversion points by **22%**.



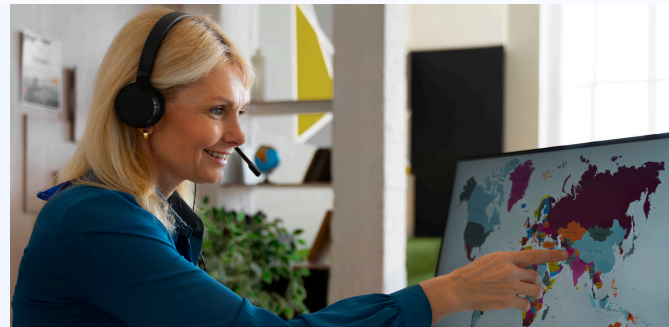
4. AI-Powered Storytelling Efficiency

BytePlus also introduced LLM through the DeepSeek model to accelerate FlexTV's content pipeline. Editorial teams used AI to generate short drama summaries, freeing them from repetitive tasks and letting them focus on higher-value creative work. At the same time, BytePlus's **DeepSeek R1+ large model with connected internet** was deployed to generate and translate ad copy. This dramatically reduced the turnaround time for launching new campaigns across multiple markets. Together, these capabilities gave FlexTV both speed and scale — the ability to launch, test, and monetize new stories faster than competitors.



5. End-to-End Reliability

Beyond technology, BytePlus provided **24/7 global support**, ensuring that from the cloud to the edge, every video was delivered with uncompromising quality. This level of assurance allowed FlexTV to step confidently into peak demand cycles, knowing their backbone could carry the weight of their global ambitions.



Results That Speak Volumes



Seamless global streaming with smoother playback and faster load times.



Stronger engagement, as viewers completed and returned to more episodes.



Accelerated decision-making, with data and metrics guiding real-time choices.



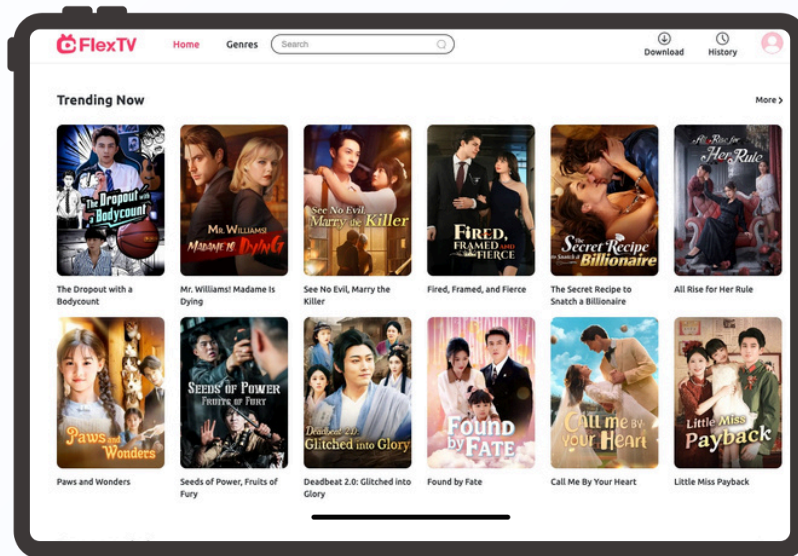
Higher monetization, from subscription conversions to ad efficiency.



Operational efficiency, as AI-driven summaries and ad automation freed teams for creative work.

A Proven Success Story

For FlexTV, the results speak for themselves: faster load times, smoother playback, richer insights, and stronger monetization. By pairing its pioneering short drama format with BytePlus's global video cloud, analytics, and AI solutions, FlexTV has created a viewing experience that not only delights users but also drives sustainable business growth.



This partnership demonstrates the power of **technology and storytelling working hand in hand**. With BytePlus as the foundation, FlexTV scaled from a bold idea into a global entertainment force — showing what's possible when enterprises choose infrastructure built for speed, intelligence, and scale.

For B2B enterprises looking to expand globally, FlexTV's journey offers a clear message: the right technology partner can transform ambition into measurable success. The leap is worth taking.

If you would like to learn more about our products and solutions, please reach out to us at www.byteplus.com/en/contact.

