



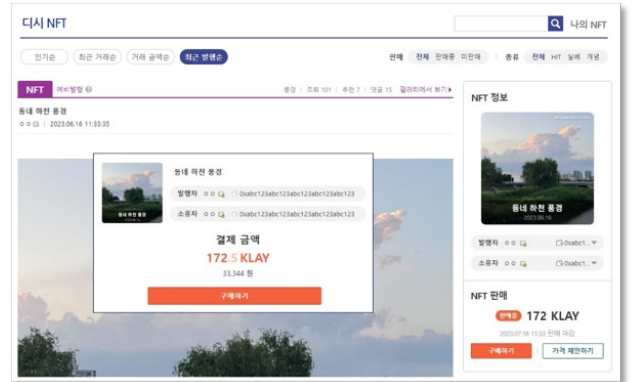
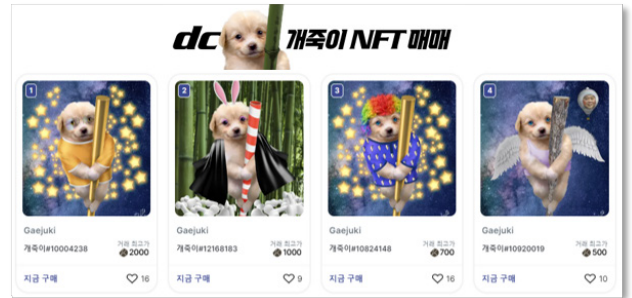
Case Study

Revolutionizing Digital Engagement for dcinside

Breaking Digital Boundaries

Since its inception in 1999, dcinside has not only established itself as a key player in South Korea's digital sphere but has also achieved significant milestones that underscore its innovative spirit and adaptability. As a premier online community platform, it offers a diverse array of discussion forums, known as "galleries," catering to a wide range of interests including entertainment, gaming, technology, and culture. Over the years, dcinside has achieved several significant milestones, marking its journey as a leader in fostering user-generated content and vibrant online interactions.

In a bold embrace of emerging technology, dcinside ventured into the NFT realm in March 2022, unveiling an NFT service centered around its beloved mascot 'Gaejuki.' This pioneering move was just the beginning of a visionary journey, as by December 2022, the platform was gearing up to expand its NFT offerings, integrating user content and posts. This strategic expansion into the NFT landscape not only showcased dcinside's agility in adopting cutting-edge technology but also reaffirmed its commitment to leading digital innovation.



2023 marked another leap forward with dcinside's announcement of an AI image generation service. Initially launched on web and mobile web platforms in March, and soon after on its mobile app in April, this foray into AI-enhanced services underscored the company's relentless pursuit of staying ahead in the digital race. This initiative demonstrated not just technological advancement but a deeper understanding of evolving user preferences and digital engagement trends.



The profound impact of these innovations is mirrored in dcinside's substantial user engagement — boasting over 3.2 million app users as of 2022 and commanding a significant online presence with 750 million monthly pageviews in gaming and 430 million in sports content. These figures are a resounding affirmation of dcinside's success in capturing and retaining a vast and dynamic user base, solidifying its position as a vanguard in the online community space.



<3.2mil
app users as of 2022



750mil
monthly page views

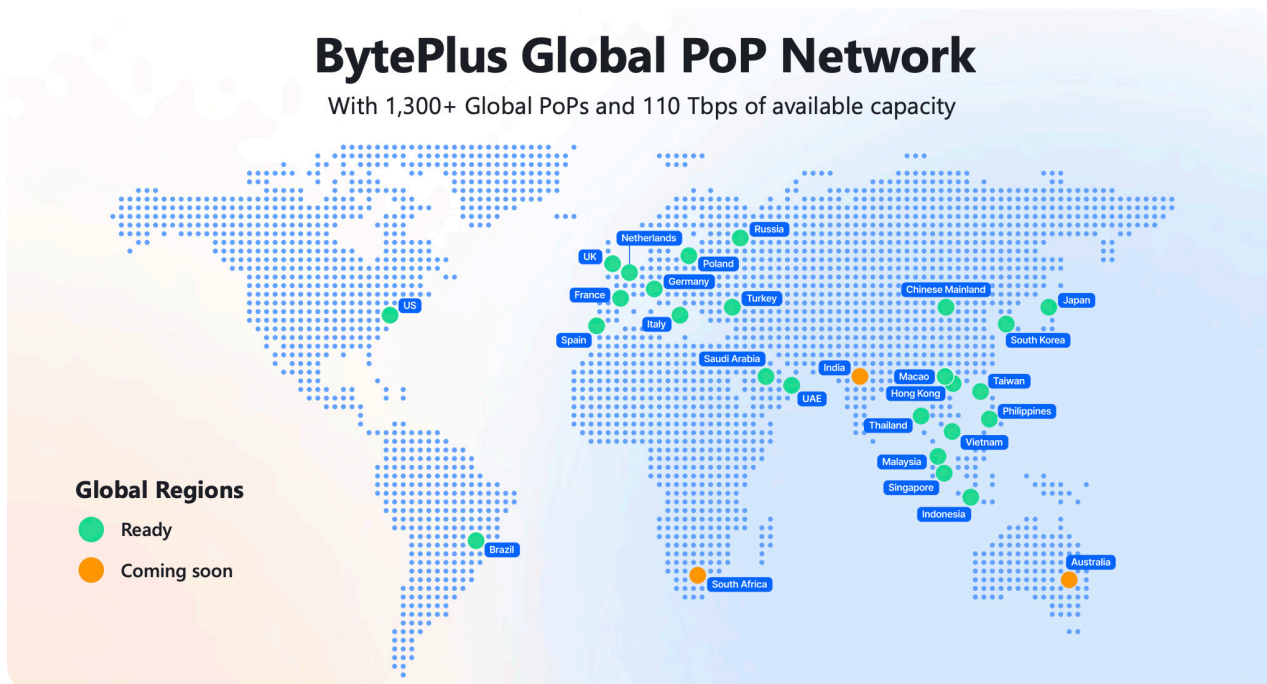


430mil
sports content



Challenges Encountered

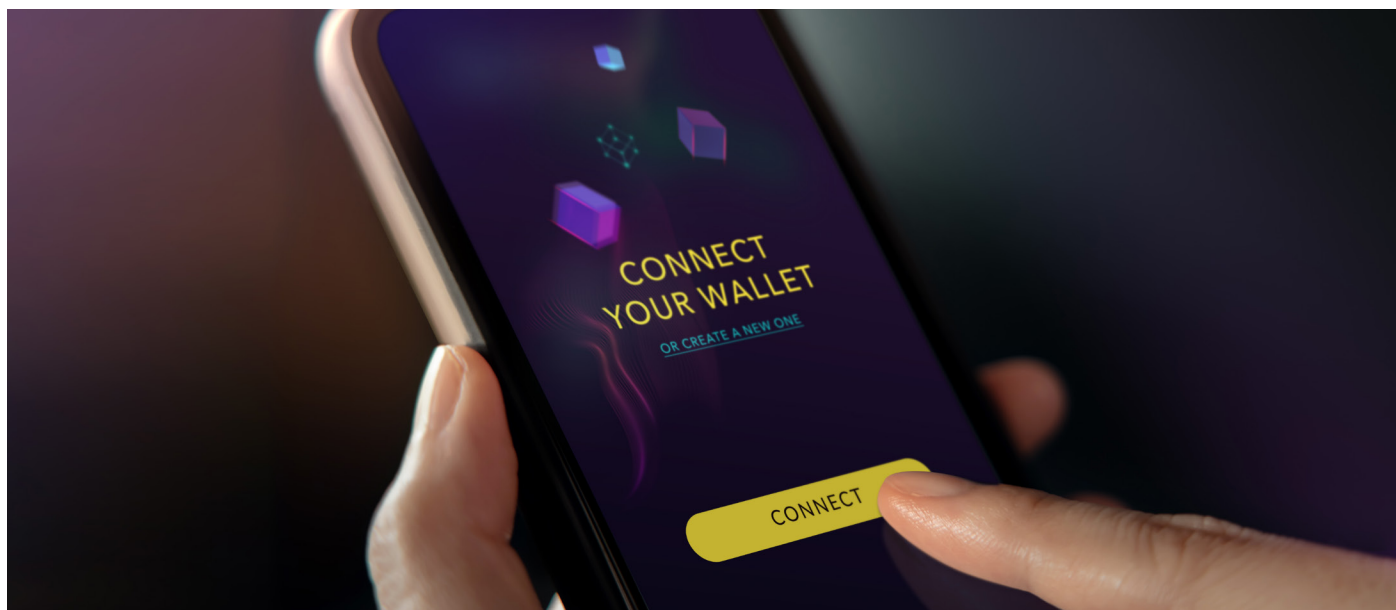
The transition to short-form video content presented significant challenges for dcinside. This shift required enhanced server support to handle the increased demand and ensure stability, particularly given the platform's growing user base. Simultaneously, maintaining cost efficiency while delivering quality service was a critical concern. As stated by Park Ju Don, Vice President from dcinside, "By leveraging global Points of Presence (POP) distributed worldwide, the occasional traffic disruptions that occurred with existing services from other companies have significantly decreased. Additionally, reduced latency has resulted in improved performance." This improvement in service stability and performance was crucial in successfully navigating the challenges posed by the shift to short-form video content.



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Commonality and Impact on Other Brands



This incident with dcinside is not an isolated case but rather reflective of a common challenge faced in the rapidly evolving digital space, especially with emerging technologies like NFTs. As brands increasingly integrate blockchain technology and NFTs into their digital platforms, they are likely to encounter similar discrepancies.

Platform Inconsistency: Different platforms (app vs. web) can interpret or handle digital assets differently due to varying underlying architectures or security protocols. This can lead to inconsistent user experiences and challenges in maintaining a uniform brand presence across platforms.

BytePlus' Tailored Solutions

BytePlus responded to dcinside's unique needs with a bespoke CDN solution that addressed their core challenges and was specifically tailored to support the surge in video content and user activity. This solution was not only scalable to accommodate future growth and expansion, but it also achieved significant cost reductions without compromising on quality and performance.



Key performance metrics underscore the efficacy of BytePlus' solution. With over 1300 global Points of Presence (PoPs) and advanced technology, there was an observed improvement in performance by 10% to 30%. The average download speed exceeded 24MBps, and the average response time was reduced to less than 50ms, ensuring an efficient and seamless user experience. Furthermore, the solution achieved a hit ratio of over 95%, indicating a high level of content delivery success.

30%

improvement in performance

<24 MBps

average download speed

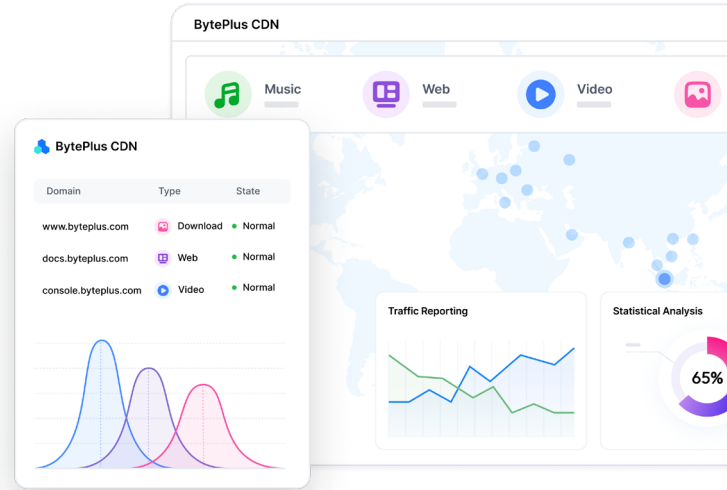
<95%

solution hit ratio achieved



To enhance operational efficiency, BytePlus supported flexible purging requests. This feature allows dcinside to swiftly update or remove content from the CDN, ensuring that users have access to the most current and relevant content. This agility is crucial for platforms dealing with high volumes of user-generated content and rapidly changing data.

Moreover, BytePlus provided dedicated 24/7 expert support, ensuring that any technical challenges were promptly and effectively addressed. This level of support was vital in maintaining uninterrupted service and optimal performance, contributing to an overall enhanced user experience and platform stability.



Transformative Impact and Results

The implementation of BytePlus’s solutions marked a turning point for dcinside. A remarkable **40% reduction in operational costs** enabled the platform to invest further in enhancing user experience and exploring global expansion opportunities. Maintaining server stability during peak traffic times ensured an uninterrupted and smooth user experience, further solidifying their market position.

The BytePlus service has been implemented on several key domains of dcinside, including the main service page, Real-time Bests, DCcon, NFT images, and content newly registered within the last 10 days. These areas, particularly the ‘main page’, ‘real-time bests’, and ‘DCcon Images’, experience high user traffic constantly. Ensuring stable service delivery is paramount in these domains. The previous issues of instability and interruptions have been resolved, allowing for a transition to a stable service with fast performance.

In April 2024, during the South Korean legislative elections, online traffic skyrocketed, reaching more than triple the usual volumes. The surge was fueled by intense interest in over 60 trending topics, pushing bandwidth demands to a staggering 200+ Gbps. Despite these challenges, download speeds never dipped below 20 Mbps, ensuring users

enjoyed a seamless and responsive online experience. Behind the scenes, proactive monitoring of service availability meant any potential issues were swiftly addressed, minimizing downtime and enhancing reliability. Furthermore, customers had direct access to the expertise of BytePlus CDN professionals, who worked tirelessly to configure, maintain, and optimize setups, guaranteeing optimal performance through a pivotal moment for the country.



Furthermore, the reliability provided by BytePlus's technologically advanced solutions has significantly enhanced user trust in key services such as 'NFT Images', which represent users' virtual assets. This increased trust is crucial for the continued growth and adoption of these innovative services.

The cost savings achieved through the partnership with BytePlus have opened up new opportunities for dcinside to reinvest in its platform and services. The increased revenue through cost savings will continue to be invested in improving the DCInside service, demonstrating a strong commitment to continuous improvement and innovation. This strategic approach positions dcinside for sustained growth and success in the rapidly evolving digital landscape.



Future-Ready Transformation with BytePlus



The strategic partnership between dcinside and BytePlus has led to substantial advancements in the operational framework of dcinside. The implementation of BytePlus's tailored CDN solution has significantly stabilized server performance and optimized costs. These improvements have not only enhanced the current operational efficiency of dcinside but also positioned the platform for continued growth and innovation.

This collaborative effort highlights the effectiveness of custom digital solutions in addressing specific technological challenges. As dcinside continues to evolve in the dynamic online landscape, the foundation set by BytePlus's solutions plays a crucial role in enabling the platform to adapt and thrive amidst changing digital trends.

Looking ahead, dcinside is actively focusing on services utilizing generative AI to further enhance user experience and engagement. Currently, an AI image feature is available in the gallery, allowing users to easily generate images with just a few words (prompts).

As dcinside continues to leverage the power of AI and other emerging technologies, the robust infrastructure and support provided by BytePlus will be instrumental in ensuring the platform's success. The synergy between dcinside's vision and BytePlus's technical expertise creates a solid foundation for future growth and innovation, positioning dcinside as a leader in the digital content space.

