

A hand holding a ball of colorful string against a blue background with a complex web of string. The string is multicolored (red, blue, green, yellow, purple) and forms a dense, interconnected network. The hand is positioned at the top center, holding a ball of string. The background is a solid light blue color.

How to procure for interoperable CDN services?

H(O)RIZONS Webinar

AN EBU EVENT



Agenda

14:00

- Welcome
- EBU Broadband Distribution Architectures group
- CDN procurement recommendations
- Procurement process considerations
- Functional requirements as a list
- Service Level Agreement as example

14:30

- Review comments
 - Will Law (Akamai)
 - Thijs de Zoete (CDN Alliance)
- Q&A

15:00 END



Presenters: Paul Tweedy (BBC) and Bram Tullemans (EBU, Tullemans@ebu.ch)

Broadband Distribution Architectures

A working group of the EBU T&I Strategic Programme for Distribution (SP-Distribution)

Helps EBU Members develop online media distribution strategies by sharing knowledge on relevant technologies, architectures and market developments

Publishes research and guidance on topics relating to online media streaming, bringing together the collective knowledge and experience from a broad spectrum of EBU PSBs

EBU TR068 "CDN Architectures Demystified":
<https://tech.ebu.ch/publications/tr068>

EBU R159 "Procurement of Interoperable Content Delivery Networks": <https://tech.ebu.ch/publications/r159>

Provides expertise and guidance on online distribution to EBU Technology & Innovation

More: <https://tech.ebu.ch/groups/bda>

Open the document to follow this presentation!

The screenshot shows a web browser displaying the EBU Technology & Innovation website. The page title is "BROADBAND DISTRIBUTION ARCHITECTURES". The main content area contains a sub-header "Helps Members develop online media distribution strategies by sharing knowledge on relevant technologies, architectures and market developments" and a paragraph of text describing the group's mission. On the right side, there are two buttons: "JOIN OUR GROUP >" and "VISIT THE WORKSPACE >". Below the buttons, there is a "CHAIR" section listing Paul Tweedy (BBC) and a "CONTACT US" section listing Bram Tullemans, Senior Project Manager, with the email address tullemans@ebu.ch. The EBU logo is visible in the top left corner of the page.

<https://tech.ebu.ch/publications/r159>

EBU R159 - What, Why, How

All online streaming services rely on a mixture of CDNs to deliver their services

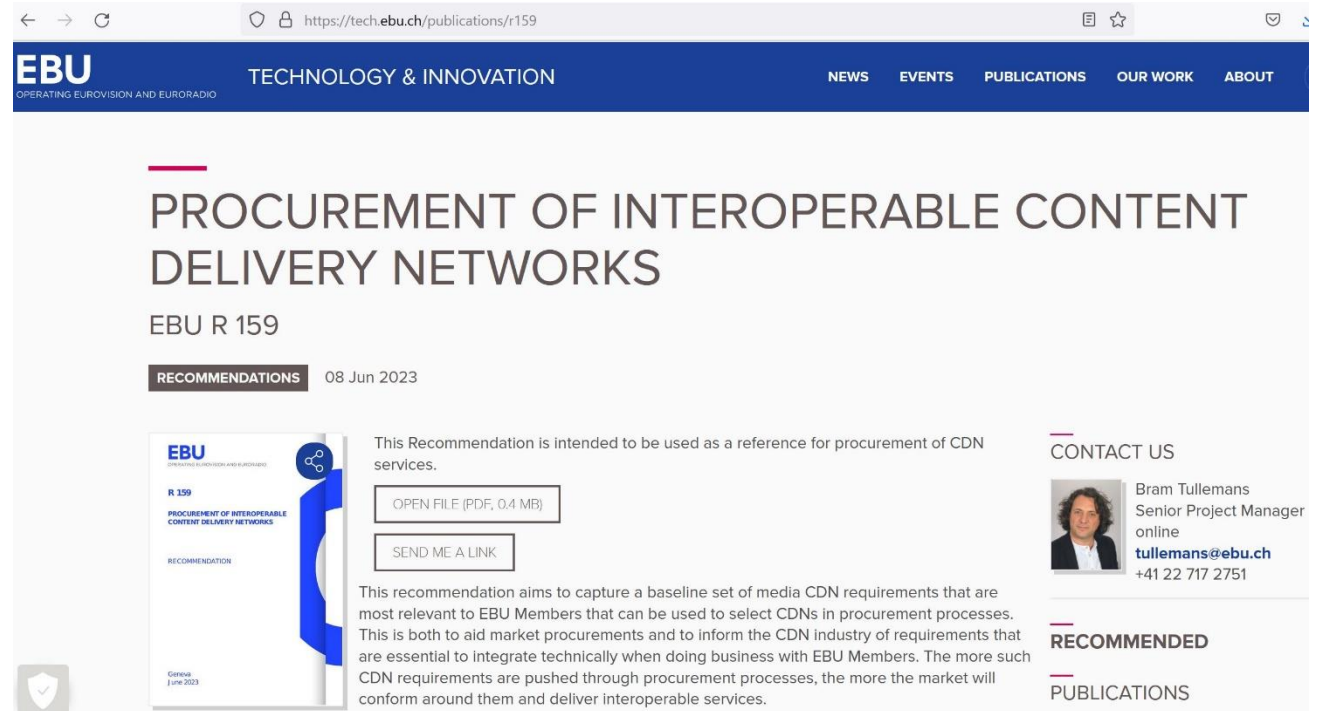
Third-party CDNs are necessary to fulfil functional & non-functional requirements

PSBs must be compliant with their local procurement frameworks and regulatory requirements

Multi-CDN approach becomes necessary at scale

No two CDNs are completely alike

Challenge: how to minimise the differences and promote interoperability to minimise friction of change & increase flexibility, in a fragmented & competitive market



The screenshot shows a web browser displaying the EBU website. The URL is <https://tech.ebu.ch/publications/r159>. The page features the EBU logo and navigation menu (NEWS, EVENTS, PUBLICATIONS, OUR WORK, ABOUT). The main heading is "PROCUREMENT OF INTEROPERABLE CONTENT DELIVERY NETWORKS" with the subtitle "EBU R 159". A "RECOMMENDATIONS" tag and the date "08 Jun 2023" are visible. A thumbnail of the document cover is shown on the left. The main text states: "This Recommendation is intended to be used as a reference for procurement of CDN services." Below this are two buttons: "OPEN FILE (PDF, 0.4 MB)" and "SEND ME A LINK". A paragraph explains the recommendation's purpose: "This recommendation aims to capture a baseline set of media CDN requirements that are most relevant to EBU Members that can be used to select CDNs in procurement processes. This is both to aid market procurements and to inform the CDN industry of requirements that are essential to integrate technically when doing business with EBU Members. The more such CDN requirements are pushed through procurement processes, the more the market will conform around them and deliver interoperable services." On the right, there is a "CONTACT US" section with a photo of Bram Tullemans, Senior Project Manager online, with contact details: tullemans@ebu.ch and +41 22 717 2751. Below this is a "RECOMMENDED PUBLICATIONS" section.

EBU R159 - What, Why, How

Solution: produce a set of recommendations containing a baseline set of PSB CDN procurement practices, guidance & requirements, compatible with methods of public procurement

Requirements collated from a spectrum of BDA members, all actively involved in CDN procurement and operation

Common terminology used to describe baseline features & capabilities necessary for PSB media delivery

Recommendations can be taken & mapped to the specific business needs of the purchaser

In PSBs using the baseline to describe requirements, capabilities and service levels, the CDN market can be invited to become more interoperable to meet the service needs of each PSB customer

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R 159

**PROCUREMENT OF INTEROPERABLE
CONTENT DELIVERY NETWORKS**

RECOMMENDATION

Geneva
June 2023

EBU

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Procurement of interoperable Content Delivery Networks

Recommendation

The EBU, considering that:

- An increasing amount of online delivery capacity is required by EBU Members to reach audiences with their media products.
- EBU Members increasingly depend on private and public Content Delivery Networks (CDNs).
- Interoperability between CDN services is essential for the deployment of a sustainable online distribution operation.

And recognising that:

- EBU Members must be compliant with their company's procurement frameworks and regulatory requirements.
- Every tender is unique, as it combines specific demands with generic requirements.

Recommends that:

The following technical / operational requirements and process considerations are used when procuring CDN deployments¹.

- a) When developing their CDN procurement documents, the technical requirements in **Annex A** are mapped to the specific demands of the procurer.
- b) The Service Level Agreement example guidelines in **Annex B** be included in the procurement documentation in full or in part. They should be used in negotiations with CDN suppliers to reach agreement on the required support.
- c) To use a multi-CDN instead of a single CDN deployment when entering into a multiyear contract.
- d) For a multi-CDN setup, recurring 'mini-competitions' on price are organised to fix traffic commitments for a given period within the multiyear contract term.
- e) After an initial selection process based on the tenders received, a proof-of-concept phase should be performed that needs to be successful before contracts are awarded.

Note This recommendation is not a set of prescriptive steps to follow - questions and approach will change depending on the supplier and the procurement.

Annexes A and B are integral to the recommendation. The following background sections are informative.

Summary recommendations

Review R159

- Business needs
- Process considerations
- Requirement categories
- Functional requirements
- Example CDN SLA

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R 159

**PROCUREMENT OF INTEROPERABLE
CONTENT DELIVERY NETWORKS**

RECOMMENDATION

Geneva
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EBU

Comments, Questions & Answers

- Review comments
 - Will Law (Akamai)
 - Thijs de Zoete (CDN Alliance)

- Q&A
 - Open to all!

Please ask your questions in the Zoom Q&A section!

