

## Growing Demands for Video Streaming Drive Companies to Intelligent Traffic Management Solutions

Survey from Dan Rayburn shows that IT teams managing streaming services are increasingly looking to intelligent traffic management to ensure high performance for a positive user experience.

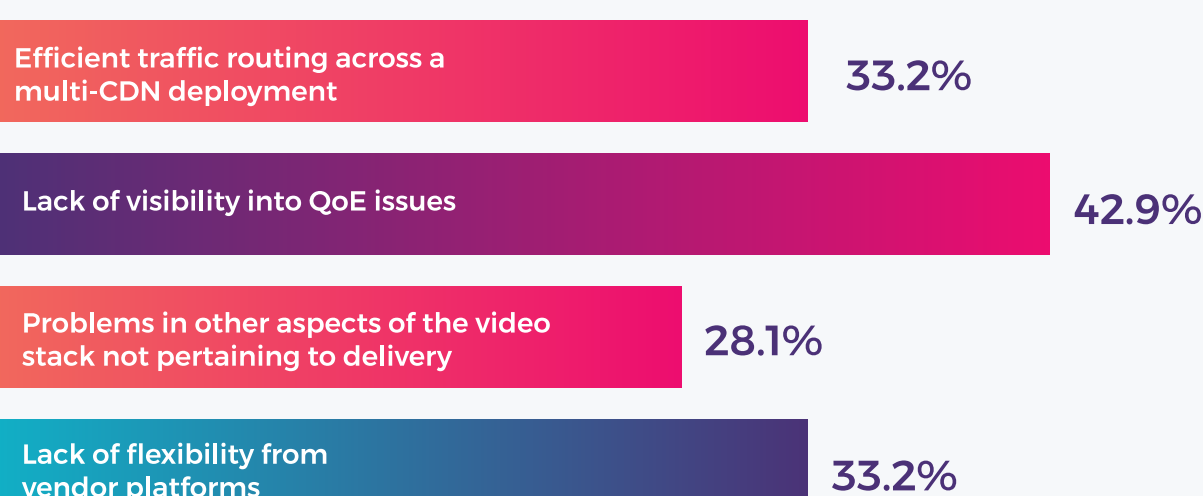
Companies that provide streaming services to their users - whether for news, entertainment, education or work - already prioritized a high-quality end-user experience. Then 2020 hit, and providing an optimal end-user experience while managing surging user traffic made it a mission critical priority.

A majority of companies expect streaming volume to only increase in 2021, and are preparing accordingly by investing in tools that ensure an optimal end-user experience.

### IT Teams face a variety of challenges when working to maintain a high-quality streaming experience

A variety of challenges can arise for teams responsible for ensuring a high-quality end user experience when streaming content. Nearly half of companies surveyed cite a lack of visibility into QoE issues as the biggest challenge. However, efficient traffic routing across a multi-CDN deployment and lack of flexibility from vendor platforms were tied at a close second for top challenges.

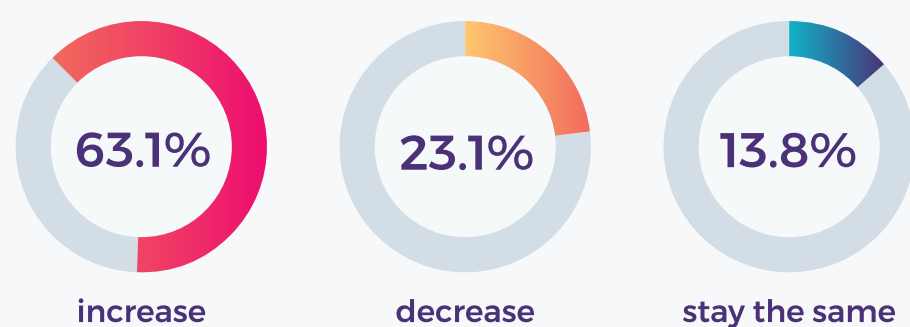
What are the top challenges you face in maintaining a high-quality streaming experience for your viewers?



### Most Teams Expect Streaming Volume to Only Increase

Given current social distancing requirements, it's unsurprising that more than half of respondents expect an increase in volume of streaming content over the next year, though they vary on just how big that increase will be. For those that expect an increase, 19.8% anticipate up to a 25% increase; 32% anticipate a 25-50% increase in the volume of streaming content in the next 12 months; 10.6% expect a 50+% increase in volume.

Do you anticipate an increase, decrease, or no change in the volume of streaming content delivered in the next 12 months?



### When asked about the top solution for streaming quality issues, the majority choose intelligent and automated traffic routing

To mitigate streaming quality issues and prepare for the increase in volume, the majority of respondents rate automated and intelligent traffic routing as the most important tool for a positive end-user experience.

62%

ranked automated and intelligent traffic routing as the most important tool for a high-quality streaming experience

### However, half of respondents are not currently using intelligent traffic routing

Though IT teams consider it a top solution to streaming quality issues, half of those surveyed were not currently using an intelligent traffic routing solution for video delivery.

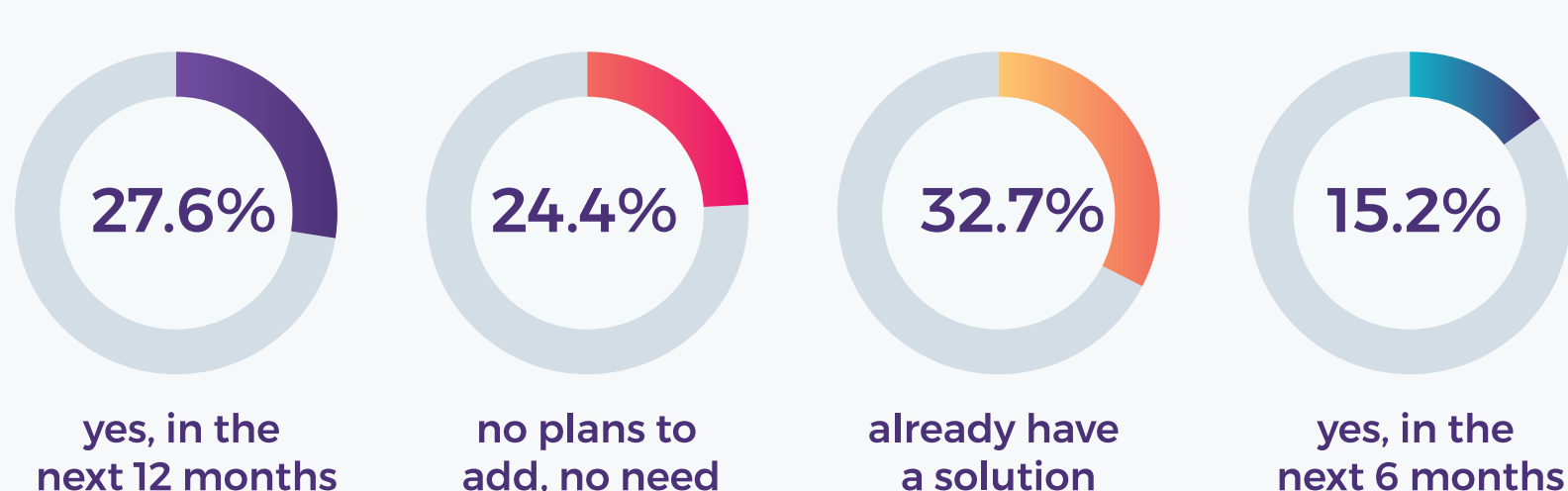
Are you currently using an automated / intelligent routing solution for video delivery?



### Most teams without an intelligent traffic routing solution plan to implement one within the next year

Of those 50% who are not currently using an intelligent traffic routing solution, most plan to implement one within the next 12 months, with 15% planning to do so within 6 months.

Do you plan to implement an automated / intelligent routing solution for video delivery?



And as they look to implement an intelligent traffic routing solution, teams are prioritizing features that mitigate any interruption to the end-user's stream. The highest ranked feature by our respondents is automated responses to network disruptions.

### Top ranked features in an intelligent traffic routing solution

1

Automatic responses to network disruptions

2

Point and click configurations