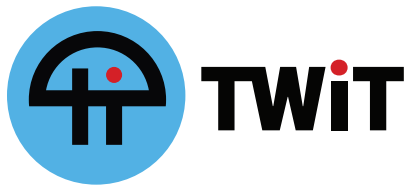**CacheFly**

TWiT.TV Gives Global Audience the Fastest Downloads

"CacheFly just works. Our users don't have to think about how they get our programs; they just do, fast and easily...the show must roll and CacheFly keeps them flowing without a hitch."

-Leo Laporte, Founder, Owner & Host, TWiT.TV

TWiT.TV
Petaluma, CA
www.TWiT.TV

Industry
Leading netcast network discussing technology-related topics.

Challenges
• Growing audience necessitated a scalable and high throughput CDN to accomodate surges in traffic.
• Overloaded servers and complicated solution exacerbated the delivery issue.

Results
• On-demand bandwidth, easily handles TWiT.TV's surges in traffic.
• Reverse Proxy quickly and effectively transfers TWiT.TV's content.
• Podcasts and HD Video broadcasts seamlessly for audiences anywhere in the world.

Company Overview
Based in Petaluma, CA, This Week in Tech, or TWiT.TV, is a #1 ranked podcast and leading netcast network covering technology-related topics and features journalist and talk show host, Leo Laporte, who is also founder and owner of the network. Since its inception in 2005, TWiT.TV has grown to a 35-show production, with shows such as Tech News Today, Before You Buy, All About Android, MacBreak Weekly, and many others. Netcasts include audio and HD video versions, reaching an audience of 5 million viewers per month and counting.

Business Challenges
With viewers and listeners all around the globe, distributing audio and video to over 5 million audience members per month became an immense challenge for a small company like TWiT.TV that relied on servers in its single-location.

Higher user expectations and less tolerance for slow downloads put the popular netcast network at risk of losing a significantly growing audience. Founder and Owner, Leo Laporte, knew he needed to take action to resolve the distribution issue before it could negatively impact their audience.

"Our content is timely so it's important it gets to our audience quickly," he lamented. TWiT.TV needed a Content Delivery Network (CDN) to take the burden off of their servers and provide a faster and more reliable means of distributing audio and podcasts. "In the early days we were trying all sorts of crazy schemes to fill the need: BitTorrent, listener mirroring, and so on.

We really weren't a viable company until we solved the distribution issue. Not having a way to get our shows to our listeners was like having a radio station without a transmitter. Needless to say the jerry-rigged solutions we relied on took an immense amount of effort to maintain and still caused endless problems for our audience."

Why CacheFly?

As stated by Laporte, "We couldn't launch new shows because we just didn't have the distribution capacity until we found CacheFly. We examined several companies who offered the same services and CacheFly was able to see the benefit of helping out our network in exchange for marketing and promotion of their services. It created a win-win relationship and we are grateful that CacheFly partnered with us to benefit and promote each other."

The Results

Laporte said the implementation was seamless. "I was so new to the business that I didn't know what to expect. What I didn't expect was the effortless experience we have had all these years with CacheFly. We have a six man engineering staff, and I can assure you that they spend no time maintaining our CacheFly feeds. Wish everything else was that effortless. At TWiT.TV, We have an extremely complicated workflow, starting with live video production, through the editors, then our homemade encoding pipeline, to CacheFly. The only part of that production chain that hasn't given us trouble is CacheFly."

"The best thing I can say about CacheFly is that it just works."

Through the years, as the TWiT.TV network grew, CacheFly's on-demand bandwidth adapted. "CacheFly far exceeded our expectations. Every time we expanded our network and included new distribution platforms that increased our needs with CacheFly they accommodated us and made it happen. No fuss, no issues. The best thing I can say about CacheFly is that it just works - our users don't have to think about how they get our programs, they just do, fast and easily. We very rarely have to talk with the folks at CacheFly. That's a good sign. The shows must roll and CacheFly keeps them flowing without a hitch."

"Many other CDNs have approached us since, you know all the names, but we're so happy with our relationship with CacheFly that we don't even consider it."

Today, TWiT.TV has grown to 35 shows, audio and HD video, pushing several terabytes a day to over 5 million people per month. "Now I'm not saying CacheFly is 100% responsible for that growth, but they made it easy!" said Laporte. Since the first year using CacheFly, TWiT.TV's gross sales increased by 46%. TWiT.TV now delivers over 50 million downloads per year.

Are your files delivered fast enough?
Be the fastest with the throughput experts.

CacheFly

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