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# Freedomtech Enhances Global Streaming Performance for a Leading Media Provider

## BUSINESS CHALLENGE

A leading global media streaming company faced mounting pressure to keep pace with its rapidly expanding subscriber base across the UK, EMEA, and Asia-Pacific regions

As demand for streaming content surged, the company required dedicated, high-performance servers in multiple global locations to sustain growth. Delivering high-quality streaming experiences depended on minimising latency, jitter, and buffering, ensuring viewers could enjoy seamless, uninterrupted content delivery.

### The company's key requirements included

- Increased compute capacity to support high-demand applications.
- Low-latency infrastructure optimised for global content delivery.
- GPU-enabled servers to handle compute-intensive workloads.
- Support for thousands of IPv4 addresses per server to meet large-scale distribution needs.
- A scalable, secure solution that could be rolled out rapidly across multiple regions.

To meet these challenges, the provider turned to Freedomtech.

## SOLUTION

Freedomtech designed and deployed a bespoke global infrastructure purpose-built for high-performance streaming.

### The company's key requirements included

- Custom-Built GPU Servers: Delivered dedicated, high-performance servers equipped with GPUs to handle compute-heavy streaming workloads.
- Global Deployment: Successfully installed and configured infrastructure in the UK, Amsterdam, Singapore, and Tokyo under strict deadlines.
- Bring Your Own IP (BYOIP): Enabled the customer to use their existing IPv4 and IPv6 addresses, significantly reducing costs whilst supporting thousands of IPv4 addresses per server.

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- Full Administrative Access: Provided secure SSH access, granting the client complete control over their environment.

Optimised Network Performance: Architected to reduce latency and jitter, ensuring end users received consistent, high-quality streams.

This global rollout gave the streaming provider a powerful, flexible, and cost-efficient infrastructure that could scale alongside its subscriber base.

## RESULTS

- 20% reduction in overall latency, improving user satisfaction and streaming performance.
- Significant cost savings through the reuse of existing IP address resources.
- Seamless global rollout across four strategic regions, deployed on time and within scope.
- GPU-powered performance, enabling smooth, high-quality streaming experiences even under
- Enhanced scalability and control, with secure SSH access and infrastructure ownership.