CacheFly

BackBeat Media Reaches Global Audiences Faster

backbeatmedia

"We couldn't be more pleased with our relationship with CacheFly. There's no conversations needed with an account manager or support, because CacheFly just works."

-Dave Hamilton, Co-Founder, BackBeat Media

BackBeat Media
Austin, TX
www.backbeatmedia.com

Industry
Interactive advertising and web publishing company focused on developing targeted audiences for advertisers.

Challenges
- Worldwide demand of Apple products caused a surge in traffic for Apple podcasts, with audiences around the globe.
- Needed an easy, seamless and cost-effective CDN to deliver podcasts fast and reliably, to help grow and retain global audiences.

Results
- Infinite scalability easily handles traffic surges for podcast network advertisers.
- BackBeat Media now has the high throughput performance needed to help ensure a better user experience

Company Overview
BackBeat Media is an interactive advertising and web publishing company founded in 1999 by Dave Hamilton and Greg Snyder. BackBeat Media's site and podcast offerings cater to passionate, Apple-focused communities, and BBM's goal for advertisers is to provide them with long-term returns of targeting and branding to this valuable audience. Podcasts have become a large (and still growing) percentage of BackBeat Media's business.

BackBeat Media's podcast network include the Mac Observer, Mac Cast, Mac Geek Gab, Mac OS Ken, We Have Communicators, Coverville, Evil Genius Chronicles, iDownload Blog's Let's Talk iOS, and MacVoices.

Business Challenges
Due to the demand for Apple products, popularity of Mac-and-Apple-focused podcasts grew immensely. BackBeat Media originally relied on their own internal infrastructure to accommodate spikes in traffic. Dave Hamilton, co-founder of BackBeat Media, knew that in order to achieve their mission of growing along with the audiences for their clients they needed to offload their bandwidth, and scale to reach global audiences quicker and more reliably. He saw a Content Delivery Network (CDN) as the most viable solution.

"Given the widespread popularity of the Apple audience, it was necessary to use a CDN to quickly reach audiences spread throughout the world," said Hamilton. "One of our other challenges was figuring out how difficult this was going to be and whether we'd be able to get our content to the edge to reach our clients' audiences quickly enough."

The Results

According to Hamilton, implementing and deploying CacheFly was seamless. "We tried CacheFly, and the implementation was extremely simple and easy. After a few months, we discovered that it was far more effective and superior than what we were using at the time. Things with CacheFly just work."

Since using CacheFly, BackBeat Media is able to deliver content faster and more reliably to their clients' audiences. "We've been using CacheFly to provide the bandwidth for all our podcasts, including Mac Geek Gab, since early 2006 and the entire experience the entire time has been nothing short of fantastic. Not only are they great folks to work with, but CacheFly's bandwidth and service are second to none. It works so well that we simply record our shows, publish, and everyone can download immediately. Brilliant."

CacheFly's consistently fast propagation times ensures that BackBeat Media's clients' podcasts are updated and replicated fast so that audiences get the freshest content, quickly.

> *"Not only are they great folks to work with, but CacheFly's bandwidth and service are second-to-none. It works so well... everyone can download immediately. Brilliant."*

Evaluating CDNs? Look for Throughput.

Most CDNs will try to convince you that Time To First Byte (TTFB) is the only measure of a CDN's performance. However, TTFB only measures how fast the web server is able to respond to a request, not Time To Last Byte (TTLB), or the total time from request to download. Your users' first request should be as fast as possible. You need a CDN that performs from the first byte to the last byte, and nobody does that better than CacheFly.

About CacheFly, The Throughput Experts

Launched in 2002, CacheFly developed the world's first TCP-anycast based Content Delivery Network (CDN), the only network built for throughput. From the first byte to the last byte, CacheFly delivers your files the fastest.

Learn why thousands of companies from over 80 countries trust CacheFly. Visit cachefly.com.

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

CacheFly

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