

Video content on the Internet has been a hit in recent seasons, with year-on-year growth once again exceeding 50%

Prague, July 1, 2024 – CRA is experiencing a steady increase in video viewing within their CDN network. The volume of transferred data is growing rapidly, with a year-on-year increase of 54%.

The volume of data transferred on CRA's CDN (content delivery network) network has been rising steadily for several years, with year-on-year increases exceeding 50% for the third consecutive year. A typical user downloads video content at an average speed of 3.5 Mbps. The offering of OTT services, such as video libraries, grew significantly during the COVID-19 pandemic and has continued to expand ever since. In May, traffic on the CRA CDN network peaked at around 1,400 Gbps. OTT services include watching movies, series, or bonus content on PCs, mobile phones, or smart TVs. CRA provides the infrastructure for OTT services to clients such as Nova, Prima TV groups, MAFRA, Economia publishing houses, and Livesport. CRA also offers streaming services for foreign companies, most recently streaming the EURO football tournament for PROTV in Romania.

'The streaming of video content has been growing at an incredible pace for several years in a row. We are ready for it, and our streaming technology and CDN network are robust enough to handle all client requests. Video content is the fastest-growing category of all services. A large part of streaming we handle is linked to linear content distributed in DVB-T2 networks', says CRA CEO Miloš Mastník.

As part of our OTT (over the top) services, CRA offers the CRA Media Cloud product, which includes a full range of services from content processing for Internet distribution to delivery to the end customer's device, whether it be a mobile phone, tablet, or DVB-T2 television receiver. CRA uses its own infrastructure for processing video content and its own CDN, providing a robust yet scalable solution capable of handling large data flows and ensuring fast,

trouble-free delivery of content to the end user. Viewers can watch this content not only on mobile phones, tablets, and computers but also through HbbTV (red button) in conjunction with DVB-T2 digital terrestrial broadcasting, where all the most-watched TV stations are broadcasted.

CRA is a leader in providing digital infrastructure. In addition to broadcasting services, the company focuses on connecting the worlds of television, radio, and the Internet. It operates its own data centres and provides its customers with top computing performance. CRA has their own optical backbone network, and, thanks to a strong broadcasting infrastructure, they also offer wireless solutions to customers, or connect nearby locations using optical fibres.

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