



# blutv

## USE CASE

Why BluTV decided to work with Medianova to **improve its End-User Experience Score**





# About BluTV

BluTV is Turkey's leading subscription video-on-demand service and the number one online platform for Turkish TV series in the Middle East, North Africa, and Latin America. Founded in 2015 by Dogan Group, Turkey's largest media group, BluTV strives to provide the world's best movies and TV series to Turkish viewers and to make Turkish TV series available in the Arabic and Spanish speaking countries.



**BIGGEST** S-VOD  
SERVICE IN TURKEY



PRODUCED **10 +**  
ORIGINAL SERIES



HAS REACHED  
OUT **4 MILLION**  
USERS SINCE 2015



MORE THAN  
**3 MILLION** HOURS OF  
CONTENT CONSUMED  
PER MONTH

## Challenge

BluTV was initially using a different cloud CDN to be able to keep up with its website traffic, to handle peak usage without any performance loss, and to enhance its bandwidth capacity in Turkey. However, as the End-User Experience Score was usually below average according to MUX, it was high time that Blu TV made some crucial changes.



Medianova's sales team was highly responsive to the inquiries of BluTV and proceeded to introduce the services and features of Medianova, thus starting a robust collaboration between the two companies.

After running some tests on Medianova's CDN, BluTV was convinced that it was the right choice for its business, especially with Medianova's container-based Agile CDN and Edge Cache™ technology.



# Solution

Thanks to Medianova's local PoPs, high capacity and direct connectivity with all the leading Turkish ISPs, a better caching efficiency was achieved. BluTV made sure that its subscribers are watching high quality videos with low rebuffer rates on any device, anywhere in the world.



## Results

The performance of Medianova was also proven by data from the overall experience report generated by MUX. This way, BluTV was able to clearly discern the difference in the End-User Experience Score which increased by 20% within hours of implementation. Additionally, the viewing time doubled, resulting in more views in a longer period of time.

UX SCORE  
INCREASED BY  
**20%**

**2X**  
VIEWING  
TIME

Last but not least, along with the remarkable increase in the End-User Experience Score, BluTV has also enjoyed a dedicated support, dedicated account manager and weekly meetings with Medianova's technical team. In fact, the sales director of Medianova assisted the on-boarding process in person, because as a CDN provider, Medianova prioritizes its customer support to ensure that everything is running smoothly, albeit the constant uploads and updates in files.



## Huseyin Yurtseven

CTO at BluTV

“The transition from our previous CDN provider to Medianova was very fruitful for BluTV. On the one hand, with its container-based Agile CDN and Edge Cache™ technology, Medianova was able to cache all content at the last mile and to provide the best delivery platform. On the other hand, our team states that the dedicated support and constant follow-up from Medianova positively impact the overall work process, which helps us keep our subscribers satisfied and engaged.”

