



## **20 Questions to ask before signing with a Content Distribution Network (CDN)**

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**ScaleEngine Inc.**

**THE Video Stream Hosting CDN  
Hamilton, Ontario, Canada**

1. **How long is your contract?**

We go month to month. Most CDN providers will want you to sign a minimum 1 year contract with them, usually along with a minimum bandwidth commitment. This is often a barrier to entry for a new or smaller business. The success of a new application or service is unpredictable, so tying yourself to a CDN contract that is above what you need, or that isn't large enough for your new found popularity, is an unacceptable risk.

ScaleEngine does not require a contract, we earn your business each and every month.

2. **Are you guys resellers? I've never heard of you. You're Canadian?**

We are not resellers. We are simply a supplier, and as such, we tend to not send out obnoxious press releases or engage in over-hyped promotion. We have operated our own CDN since 2011, using our own transit POPs in Toronto, Hamilton, Portland and Fremont, and augmented with negotiated Tier 1 transit around the world. When you do business with ScaleEngine, you are dealing with a stable, Canadian corporation which has been operating since 2008.

3. **Who are your customers?**

Some companies that rely on us for business critical services.

Samaa Television News, Karachi Pakistan.

FloSports, Direct to Consumer Sports Media, Austin, Texas

BoomGaming, Live Video Bingo Streaming, Oakville Canada

SportsMediaGB, Scottish Premier League Streaming, Edinburgh, Scotland

EventBuilder, Virtual Event Technologies

FaithLife, Logos Bible Software, Bellingham Washington

CMGLive, Christian Media Group, Atlanta, Georgia

Dawat-E-Islami, Karachi, Pakistan

TV Ontario, Homework Help, Toronto, Canada

Democracy Now! Daily independent news program, hosted by Amy Goodman

4. **How do you scale video out so quickly?**

Experience. Our system works as a series of stages, growing the pool of healthy available servers that will serve your content as viewers request it. We have scaled for many thousands of simultaneous viewers for sport and news events since 2011, for both HLS and RTMP video streams.

**5. I'm using JW Player. Why should I change to you?**

Jw Player is the Long Tail Video company, which received a huge investment in 2013 that they need to pay back. They sell licenses for their software as their core business. They bolted on a CDN offering in order to maximize their revenue. They do not have a streaming API like us, and are not high traffic scalability experts at all, and their offerings reflect this.

**6. I use Wowza, and so do you. Why should I change to you?**

We fix and modify their media server so it is easy for our users to create streams, transcode, and record, or bring custom jars. Their core business is selling licenses for their media server. Note that their monthly license costs more than our live streaming account! Unlike their offering, our system scales both Live and VOD quickly and properly, globally, without requiring pre-buying or committing to a contract. This is a key difference. We scale up for unexpected traffic automatically without making you pay for capacity you might not need. That is the beauty of fair, exact usage billing on a real CDN. Wowza can try to rename itself Streaming Engine, but there is only one - ScaleEngine.

**7. Can I use my own/existing video origin system?**

Yes we do this a lot, using a "mid-origin" to protect your existing media server. We can pull VOD content directly from you, or pull origin streams.

**8. Can I put my stream on a Roku, or Apple TV?**

We do not restrict where you can stream at all. There are many providers like Livestream and Ustream who do not want to help Roku or Apple, because they have competing products. We are a neutral platform, with no restrictions on publishing or protocol. We host many Roku channels.

**9. Can you give me an RTSP stream?**

We have fully supported RTSP since 2011, and continue to do so in 2016 for many users who want to stream to legacy devices.

**10. Can I protect my VOD/Live content and lock streams by IP address?**

Our locking system is a ticketing system, designed to support your business rules. You can specify an IP address, /24 network address, or any address. You can lock per stream, a wildcard group of stream names, or allow access to any stream. You issue a ticket with an API call to us, and our API verifies that your viewer has been allowed to view the stream, when they try to connect to watch it.

**11. Do we have full access to your API?**

All ScaleEngine users have full access to our documented API. You can use record controls (start/stop/split), SEVU (stream user management, viewer locking), the files system (VOD details), the channel system (playlist management) and send queries for usage and real time viewers. No feature is added without documentation and example code.

**12. Do you support geographic blocking?**

Geo-blocking is user-configurable in the control panel. You can restrict to one country, or block/allow on a per country basis per stream. Note that our geo-blocking works with HLS, DASH and RTSP streams as well as RTMP.

**13. Can we give you our Google Analytics UA number for Live streams?**

We fully support Google Analytics and are the only video CDN with a server-side live stream analytics module. Most CDNs only report VOD plays, and they rely on client side javascript reporting. ScaleEngine transparently and directly reports the user IP address, exact location, exact device type and stream name (as an event) for both live and on-demand streams. Of course, this reporting is supported for all streaming protocols.

**14. We need to record and have it available quickly. Uploading from onsite is not an option. Do you have a solution?**

Our recording system powers many live sport businesses. We copy over your recorded streams in about an hour for publishing. This is available for transcoded streams as well. It's also a common solution for surveillance or stream verification systems (age/content/disputes) where you only need a specific timed archive of segments.

**15. What encoders do you support?**

There is a complete list on our website. We are fully API integrated with vMix, so you can simply log in to ScaleEngine from inside the vMix encoder and get your stream key automatically configured. Otherwise, we have customers using Epiphan Pearls, Leightronix, Wirecast, Teradeks, and NewTeks. Software encoders like FMLE and OBS are very popular as well.

**16. What players do you support? We need bitrate switching on all devices.**

For multi-bitrate, we provide JW Player 6 and 7. We have our own system to pass through stream names and labels with JW player. We make it easy for your JW Player to do exactly what you want. Easier than they do! We also provide video.js and can serve HLS or DASH over HTTPs, which is increasingly necessary on iOS devices.

**17. We have large storage and distribution requirements for our video. Can we FTP and use other unix tools?**

We specialize in video storage. We build our storage arrays to handle 100TB and up of multi-gigabyte video. We stream and host HTTP/HTTPS downloads all over the world. Simply pay monthly for storage and outgoing bits. No charge to inbound your content. Note: you get a full unix shell with your account.

**18. We need to transcode, can we reserve monthly capacity?**

ScaleEngine builds its own dedicated transcoders, and sells monthly slots for transcoding customers. We do not charge hourly like some CDNs. This is a per stream reservation, flat-rate, for the month. We transcode to your specific requirement, and build a smil manifest to support your design.

**19. We want to build a tv or radio station with our clips, do you have a playout system?**

Our channel system is used in many countries to create tv station content. You create lists of your clips, and they play out in order on a stream.

**20. Can we push to Youtube or Daily Motion? Can we get social proof on our stream numbers?**

We push streams to YouTube Live, Daily Motion, Facebook and other video services.

It's a simple API call to get real time viewer numbers for live or vod.