

China Telecom Provides a One-Stop-Shop Solution to Enhance A Leading Website's Global Accessibility

INDUSTRY

- Media - Website

SOLUTION

- Global Managed Bandwidth Service
- IP Transit
- IDC Service

Customer Profile

Our customer is a leading national television network's official website and exclusively distributes the TV station's programme resources and communications via the Internet globally. The company focuses on video services and stays at the forefront of advanced Internet technologies by offering live video broadcast, rebroadcast, video on demand, video download, and visual/audio search services. The global traffic to the website is estimated at over 3.5 million visits per day. The latest development is the planned launch of a nationwide Internet TV station. At the same time, the media company has been making significant investments in expanding its international reach in order to better serve its global audience.

Business Challenge

Our customer's foremost challenge lies in deploying and managing a communication network that can guarantee the highest global accessibility and availability at all times. The website has been experiencing tremendous growth in overseas traffic in recent years and enhancing its global accessibility would be critical to the company's core mission of serving its worldwide audience. However, routed overseas access to the website was often slow and at times unavailable. To overcome this challenge, the website would need a global network of mirror sites that could deliver synchronised contents to worldwide audience via dedicated global Internet access. This represented a major challenge to a company which does not have any overseas facilities. Above all, the entire project was required to be delivered within one month.

China Telecom Solution

China Telecom designed a one-stop-shop solution for addressing the website's imminent needs and also future expansion. Our project team conducted a thorough research to propose ten strategic locations for those mirror sites. This involved in-depth investigations and analyses of each potential country's geographic, economic, telecommunications, and demographic environments. The research findings and proposal on the mirror site locations were highly commended by the customer. With its cutting-edge expertise on data communications and a strong network of strategic partners, China Telecom successfully provided the website with a highly resilient global network of mirror sites in London, Singapore, Dubai, and Moscow. The high speed data network deploys an IPLC, IP Transit, and IDC services to cover UK and Northern Europe, Central and Eastern Europe, South-East Asia, and the Middle East.

Benefits

By deploying China Telecom's solution and services, the customer reaps the benefits of:

- High speed global accessibility and resilient availability through a one-stop-shop solution
- Seamlessly synchronised global contents
- Customised Service levels that guarantee the continuity and performance of the service provided
- Professional project management support covering all stages from research, solution development and implementation, to installation and trial run for each selected country
- A complex project made simple, delivered on time and within budget

About China Telecom Europe

China Telecom Europe Ltd (CTE) is China Telecom's wholly-owned overseas subsidiary for the EMEA region. Established in 2006 and based in London, CTE is committed to providing customers throughout the EMEA region with China Telecom's proven global business communication solutions and state-of-the-art European market services. China Telecom is the foremost telecommunications provider in China and has a comprehensive range of telecommunications and information services as well as the world's largest fixed-line communications network. China Telecom has been serving the Media industry for decades and our customers include many Fortune Global 500 companies.

London
Frankfurt
Moscow
Dubai

Tel: +44 20 7537 7156
Tel: +49 69 710 456 305
Tel: +7 495 626 0160
Tel: +971 4 3756 989

Email: UK@chinatelecomeurope.com
Email: Germany@chinatelecomeurope.com
Email: Russia@chinatelecomeurope.com
Email: MiddleEast@chinatelecomeurope.com