

# BCNET

CBC  Radio-Canada



## Improving Content Delivery to Canadians:

CBC Radio dramatically decreases costs and improves content delivery by connecting to the BCNET Transit Exchange.

*“CBC/Radio-Canada’s goal is to deliver high quality, online content to Canadians. Connecting to the BCNET Transit Exchange dramatically reduces our content delivery costs and allows Canadians to access our website more quickly, effectively and directly.”*

- Bernard Jules

Senior Project Manager of Internet and New Media Technology for CBC/Radio-Canada

### Customer Profile

Clicking through CBC/Radio-Canada’s flagship websites [cbc.ca](http://cbc.ca) and [radio-canada.ca](http://radio-canada.ca) opens a door to a diverse array of intelligent, online uniquely Canadian content. Programming ranges from international, national and regional news to educational content and gaming for children as well as forums for cultural expression and resources like the CBC/Radio-Canada archives, which include radio and television clips documenting Canadian history. CBC/Radio-Canada’s online content delivers relevant, real-time information about what matters most in Canadians’ world.

### THE CHALLENGE

CBC/Radio-Canada has been a cultural institution in Canada since the early days of broadcast radio and television. They are committed to providing Canadians with a wide-range of informative and entertaining programming that is distinctly Canadian. Now, as we enter an increasingly digital age, CBC/Radio-Canada needed to become a leading-edge content provider.

CBC/Radio-Canada’s vision was to grow its reach and deliver innovative digital content and programming to a much wider national audience (currently, there are five million users who access the CBC/Radio-Canada websites). To expand its market and publish cost-effective, advanced multimedia, CBC/Radio-Canada needed to increase their network bandwidth both regionally and nationally.

They discovered a solution to their challenge after meeting with BCNET and learning about the novel BCNET Transit Exchange located in downtown Vancouver at Harbour Centre.

***“Having access to many of the same providers through peering exchanges greatly increases the performance of data transfer from our websites to the viewer at home. In addition to performance benefits, access to increased bandwidth will enable CBC/Radio-Canada to publish more online content without cost as an obstacle.”***

**- Bernard Jules**

Senior Project Manager of Internet and New Media Technology for CBC/Radio-Canada

## **RESULTS**

### ***Gigabit Bandwidth for Better Digital Experiences***

Connecting at BCNET’s Vancouver Transit Exchange is providing superior bandwidth for online content delivery. Now, with gigabit capacity, CBC’s content development teams have greatly improved their capacity to distribute advanced people-driven, digital experiences for streaming video, podcasting and advanced multimedia.

### ***Reducing Transit Costs***

BCNET’s Transit Exchange offers a marketplace of available commercial Internet service providers in one central, neutral location. For CBC, the ability to interconnect with multiple ISPs meant they could save money by avoiding the cost of bringing expensive, multiple circuits to their site. It also allows them to easily switch to their provider of choice. Additionally, CBC/Radio-Canada takes advantage of the Exchange to purchase back-up provider links as a secondary multihoming plan for around-the-clock guaranteed Internet service.

### ***Boosting Performance and Building Community***

CBC has developed a peering arrangement with select ISPs at the Exchange that is helping them to improve the speed of serving up digital content from their website. Bernard Jules, senior project manager of Internet and new media technology for CBC/Radio-Canada relays his experience, “Having direct access to providers through peering exchanges greatly increases the performance of data transfer from our websites to the viewer at home. In addition to performance benefits, this increased bandwidth will enable CBC/Radio-Canada to publish more online content without cost as an obstacle.”

They have also negotiated peering agreements with ISPs located at the Exchange. One such agreement is with Shaw, which allows ISPs user on Shaw to connect directly to cbc.ca for a fixed price for service, a very cost-effective model.

### ***Connecting to Research Institutions & Universities Around the World***

As well as accessing the BCNET community, CBC/Radio-Canada is recognized as a research institution, which qualifies them to join the regional and national advanced research network. Through BCNET, they link to CANARIE’s National Research Network, which connects them to universities and research institutes across the country and around the world.

### ***Realizing Improved Performance and Cost Savings***

CBC now realizes better performance and cost savings for superior digital content delivery. “Connecting to the BCNET Transit Exchange dramatically reduces our content delivery costs and allows Canadians to access our website more quickly, effectively and directly,” says Jules.