

e-TF1: Popular French TV Station Handles Huge World Cup Traffic with Juniper Networks

**Business:**

- The most popular television station in France, offering a wide range of family-oriented programmes

Problem:

- Needed to cost-effectively support spikes in Web site traffic due to World Cup

Solution:

- Juniper Networks DX™ 2200 application acceleration platforms

Key Benefits:

- Accelerated downloads 2X - 5X, even during peak traffic
- Reduced bandwidth utilization by 40%
- Supported flash crowds with no additional servers

After e-TF1, the online arm of France's largest commercial TV network, installed DX application acceleration platforms from Juniper Networks, their site was up to five times faster and used 40 percent less bandwidth.

For TF1, the DX platform was the key to keeping their site up to speed – while keeping costs down – under huge World Cup traffic loads.

World Cup Soccer Means Traffic

With a huge increase in traffic expected for the 2002 World Cup, e-TF1, the online arm of France's most popular commercial TV network, decided to make its online presence more efficient and capable of handling a much greater number of users.

e-TF1 worked with Juniper Networks and its French partner, Silicom Réseaux, to devise a cost-effective strategy to handle the expected onslaught of traffic.

Spectacular Results Achieved Without Site Modification

Stéphane Allaire, e-TF1's director of technologies, said, "We were able to upgrade our site to give users a faster and more pleasant Web experience, without touching our servers or changing our content. We were able to do so while reducing server resources, telecom resources, and bandwidth needed. With the DX platforms, we were able to provide fast access times and good site flow."

Increase Capacity While Decreasing Costs

With the DX platforms, server headroom is greater, server loads are lower, and the number of simultaneous sessions is higher. That means fewer servers are needed in the data center. Existing equipment now handles much more traffic, much more efficiently.

“Thanks to the Juniper Networks DX application acceleration platforms, we were able to manage peaks reaching 280,000 simultaneous connections,” said Allaire.

Rapid Return on Investment

e-TF1 reports significant savings on telecom costs, thanks to the 40 percent decrease in bandwidth usage that the DX platform provided – savings that have provided a rapid return on investment.

All Content Accelerated

Web pages are now delivered two to five times faster with the DX platform, regardless of whether the content is dynamic, static,

Hypertext Transfer Protocol (HTTP), or secure HTTP (HTTPS). e-TF1 now gives a performance boost to all users, whether they are connecting through modems or high-speed DSL.

About TF1

Between 1987 and 2002, the TF1 group developed upstream and downstream of the broadcasting industry, while maintaining its pre-eminence in free television. With an average audience share of 32.7 percent for individuals age four years and over, TF1 confirms its status as the most popular channel with the French public.



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