



HOW DOES AKAMAI DELIVERED THE OLYMPICS 2012

Netnod Autumn Meeting, Stockholm
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Overview



- more than one billion aggregate video views
- double the amount of total traffic - 45 PB (petabytes) - for a one-time event over a record we set two years ago.
- equivalent of approximately 9,500 years of video in just two weeks
- We collaborated with nearly every major broadcaster in the world - 22 in all - that had acquired the rights to stream the Games online.

Major Competitions



- #1 873 Gbps -- August 5th -- Men's 100m final (Usain Bolt wins gold in 9.63 seconds)
- #2 850 Gbps -- August 1st -- Table Tennis final, Men's sync 3m Diving final, Cycling final, Men's Kayak final
- #3 833 Gbps -- August 9th -- Basketball semi-final, Beach Volley final, Soccer final, Women's Water Polo final
- #4 803 Gbps -- August 3rd -- Archery final, Badminton final, Men's Trampoline final

Mobile and Bitrate



- mobile traffic during the Olympics was 3.82% of the total traffic.
- average bitrate of 1,200 kbps. This is a 23% increase the World Cup 2010. (including mobile traffic)

Akamai Preparations



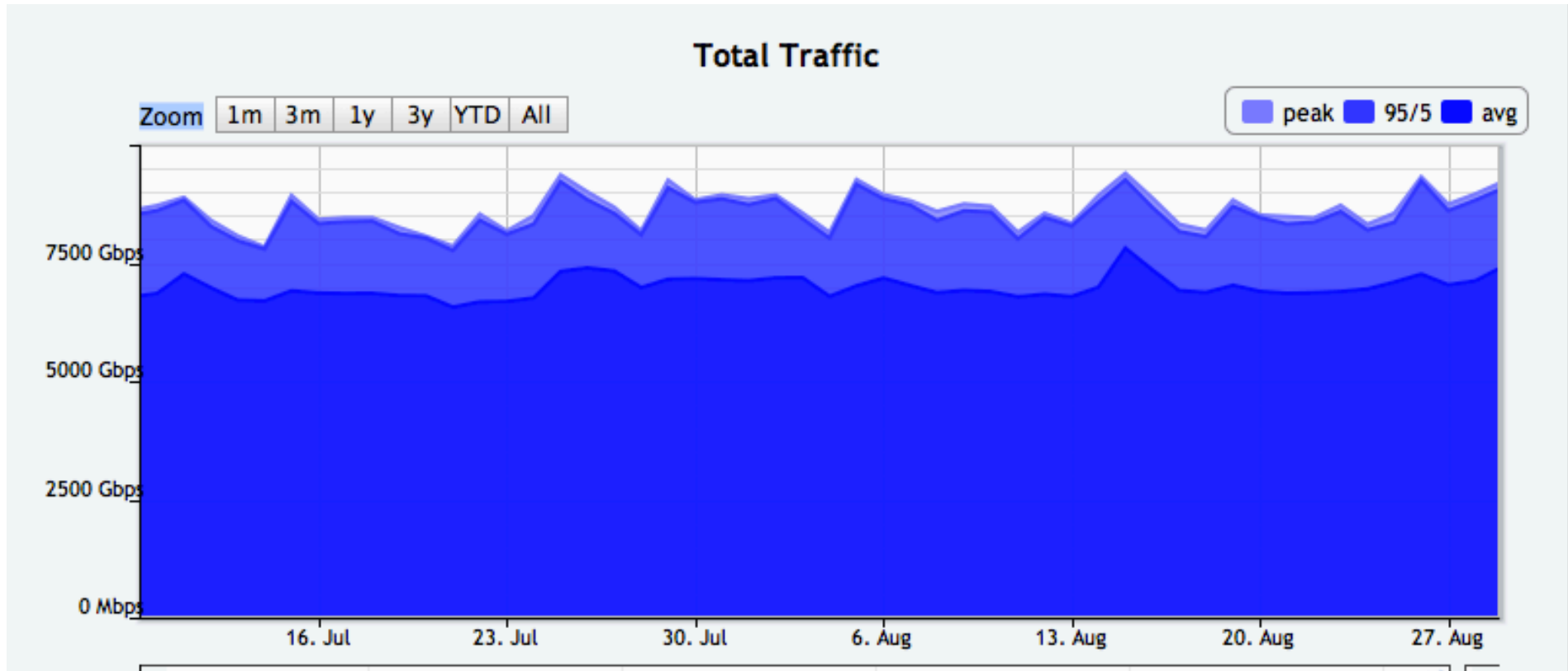
- More than 780 Gbps additional capacity deployed on time for the event in the UK
- 3-6 month lead time for new deployments
 - Depending on Akamai and the IX or network partner

Network build out in the UK

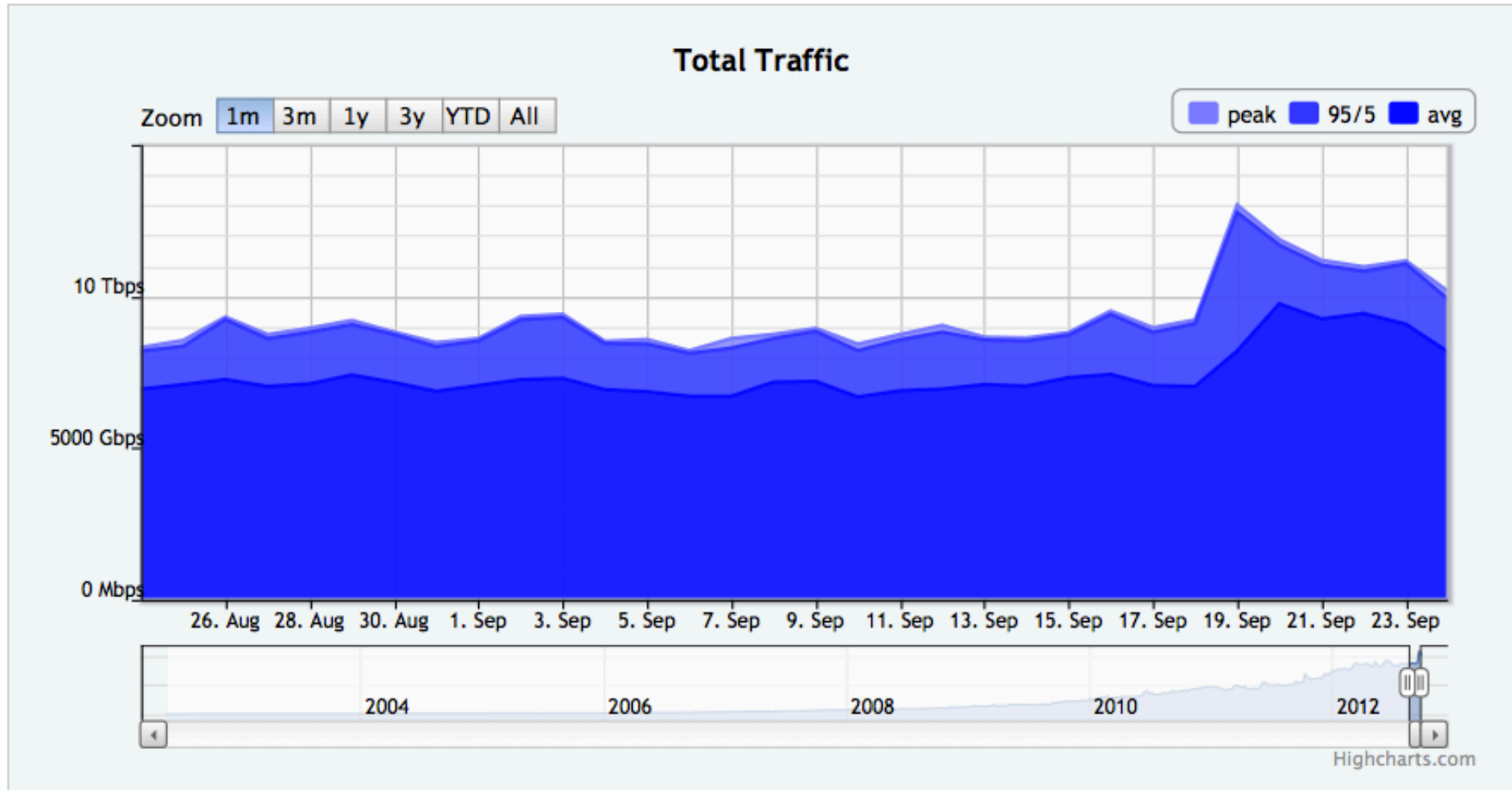


	Planned Add	Planned add capacity actually live	percentage completed
Eyeball networks (AANP+PNI)	650	626	96.31
Transit networks	160	120	75
Public peering	40	40	100
Total	850.00	786.00	90.44

Overall global traffic



Another event...



Conclusion



- Olympics - huge single event – same overall global traffic
- Generic events vs sport event
 - IOS vs Usain Bolt

One more thing...



- Reminder eMails from the Netnod NOC
- Upgrade in Q1 2013 to 2x 100G?
- Working with bleeding edge technologies like 100G ER is not yet straight forward.
- Upgrade in Q1 2013 to 2x 8x 10G or 2x 100G!!!
- Please upgrade on your side as well 😊

Questions?



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