

A photograph of a server room aisle, showing rows of server racks on both sides of a central walkway. The racks are filled with equipment, and the floor is a light-colored, perforated metal grating. The perspective is from the end of the aisle, looking down its length.

# CNTV – China’s Premier Broadcaster Selects Hillstone Networks to Ensure the Quality of Broadcasts

## The Customer

China Network Television (CNTV) is a national web-based TV broadcaster in China. With a network of over 45 channels broadcasting various programs, it is accessible to more than one billion viewers across China. CNTV programs include news, documentaries, entertainment as well as dramas. Operationally, CNTV engages in online broadcasting and video program production, media system research and development, live broadcasts of the nation’s major events, as well as services such as running public opinion monitoring systems. The IT team at CNTV must ensure that services are always up and running and that the billion viewers are satisfied with the service levels provided.

The IT team at CNTV focuses on the operational state of each main system, and must be able to quickly respond to any abnormality in network and system behavior; support different departments with their service requests; as well as ensure the overall security and reliability of the production, office and testing/development networks. The demands of the IT team at CNTV are high, and the team must rely on a robust infrastructure to support those demands.

## The Challenge

As CNTV programs and viewership increased over the last two decades, there was a growing demand on the infrastructure to support the growing bandwidth. The IT team soon found that their existing network equipment did not have the performance capabilities to support this growth in their business. In addition, this same growth in business led to a higher demand for network security as well as operational efficiency. The status quo in human resources, equipment, and management was no longer sufficient to support increasing internal requirements and content. At the same time, security issues also surfaced at the office network and production networks. The IT team, at first, looked to open source platforms to resolve performance and security issues, and to mitigate operational overhead, but they were not achieving any operational efficiencies. Furthermore, performance and security issues were still plaguing the environment.

The IT team decided that the optimal option was to seek a third-party vendor to provide a robust network security solution and work with the vendor to customize easy-to-use management tools.

Because Hillstone’s solution has been playing an important role serving significant online live programs – including the Chinese New Year Gala, the Winter Olympics, the World Cup, Li Na’s games, Evergrande Soccer Club – it became a natural solution for the CNTV team to pursue. Specifically, the Chinese New Year Gala displayed Hillstone’s merits as a leading network solution provider. As one of the most watched and premier events for Chinese people globally, the live broadcast required support for massive concurrent sessions and low latency response times in order to keep the audiences happy with the broadcast quality. It was the performance and stability of Hillstone’s solution that prevented any network failures and supported a viewership of over 7 million.

