

Revision3 Chooses BitGravity to Power Its Next Generation Entertainment Network



Revision3

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San Francisco, CA
www.revision3.com

Industry

Internet TV Network; programs include DiggNation, Web Drifter, The GigaOm Show, and more streamed on its site and distributed as podcasts

Challenges

- Needed a CDN that could solve broad problems rather than providing point solutions
- Needed HD-quality videos and podcasts delivered on a high-performing, reliable, and scalable network
- Wanted to broadcast live shows on the Web

Results

- 100% guaranteed delivery 24/7 gives Revision3 the confidence to expand programming
- Enables Revision3 to broadcast in High Definition
- Supports millions of streamed videos and downloaded podcasts per month
- Broadcasts live streams
- Revision3 has become the leading non-scripted Internet TV network

Overview

Unlike aggregators, mash-ups, and user-generated video sites, Revision3 is an actual TV network for the web, creating and producing its own original, broadcast-quality shows. The company was founded in 2005 by technology visionaries Kevin Rose, Jay Adelson and David Prager, because they couldn't find anything they wanted to watch on traditional television. It is now led by Internet TV pioneer Jim Louderback.

Revision3's content is designed for a new audience: passionate, committed fans who want to watch shows that entertain, educate and help expand their life experiences. The audience expects professionally produced programming but wants it to be unexpected, edgy, smart and real. They also want to watch shows whenever they want, wherever they are, and on whatever device they choose, including everything from a 70" HDTV to an iPod or cell phone.

“BitGravity built its network to handle HD video and other large file types, and they'd been doing that longer than anyone, so becoming a customer was a no-brainer.”

- Jim Louderback, CEO, Revision3

Revision3's Business Challenge

Pioneering a new business category isn't easy, and Revision3 had its share of challenges as an early entrant in the Internet television space. The founders knew that focus, the quality of their programming, and the reliability of their service would be the cornerstones of their success. With these objectives, they decided to become content experts and to outsource key functions. "We needed to become content experts, but didn't want to become content delivery experts." says Jim Louderback, Revision3 CEO. "After meeting several traditional content delivery networks, we knew we needed a different kind of company. We needed a company that understood where Internet content was heading, as well as a company that could deliver HD-quality videos instantly, podcasts and live broadcasts reliably, and could help us address upcoming challenges in the changing world of Internet content."

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Why BitGravity

BitGravity demonstrated its content delivery solution to Revision3 and they liked what they saw. "BitGravity gets it," added Loud-erback, "They understand Internet content and network archi-tecture, and we immediately saw that their solution was different than others. HD video and live broadcasting was clearly part of our roadmap. We have a reputation in this space for being on the cutting edge of creativity and technology, so we wouldn't work with a CDN that was new to the HD game. BitGravity built its net-work to handle HD video and other large file types, and they'd been doing that longer than anyone, so becoming a customer was a no-brainer."

Results

Having originally started with a single program, SYSTM, Revi-sion3 now has over ten shows, is consistently one of the leading technology podcasts on iTunes, and attracts blue-chip advertis-ers such as Sony, IBM and HP. Over the past year their viewing audience has grown tremendously and advertising revenues have grown accordingly. Perhaps most telling, they've had no prob-lem attracting talent interested in creating new shows, and they attribute this in part to the quality of their content distribution. "Whether it's from our own Web site, iTunes, or wherever our shows are distributed," Louderback continues, "BitGravity gives us the confidence that our programming will reach our audience quickly and reliably day in and day out, 24 hours a day."

To learn more about BG Content Delivery™, BG LiveBroadcast™, or any of BitGravity's CDN products, visit us at www.BitGravity.com or contact us at 650.262.0004 or sales@bitgravity.com

About BitGravity

BitGravity has built the first CDN for Interactive Broadcasting, which is optimized to deliver affordable, HD-quality video on demand, live broadcasts, and interactive applications for massive audiences on the Internet. BitGravity's patent-pending CDN is Tier 1, highly scalable, and delivers the performance that consumers want and expect, including streaming videos that play instantly, and live video with no buffering. The company is based on Burlingame, CA and is privately funded.



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