

Sundance Institute Success Story

Organization

Sundance Institute

Industry

Media and Entertainment

Business Need

A high-performance infrastructure to support rich media management and delivery.

Internap Solution

Internap Content Delivery Network (CDN) Services

Results

- Gained the ability to handle large events and unanticipated traffic spikes with high quality, regardless of audience size or geographic location.
- Added the capability to easily make changes to content, support backup and recovery strategies and facilitate review of past activity to plan for future events.
- Expanded reach of on-demand video streaming to a global audience.

“The reliability and functionality of the Internap CDN means that our online audience never has to worry about access and I never worry about whether we can meet demand for our content. Our focus can remain centered on helping our artists and on production which is what we do best.”

Mark Poncelet
Sundance Institute Online
Technology Manager

Customer Overview

Sundance Institute is a global nonprofit organization founded by Robert Redford in 1981. Through its artistic development programs for directors, screenwriters, producers, composers and playwrights, the Institute seeks to discover and support independent film and theatre artists from the United States and around the world, and to introduce audiences to their new work.

The Institute promotes independent storytelling to inform, inspire, and unite diverse populations around the globe. Internationally recognized for its annual Sundance Film Festival, Sundance Institute has nurtured such projects as Born into Brothels, Trouble the Water, Son of Babylon, Amreeka, An Inconvenient Truth, Spring Awakening, Light in the Piazza and Angels in America.

As new developments like widely available consumer high speed access and rich media delivery platforms have emerged, the Institute has embraced them and found innovative ways to find and serve new audiences.

Business Challenge

For Sundance Institute, staying true to its mission of expanding and engaging audiences for independent storytelling remains the organization's biggest challenge. With steady growth in its worldwide audience and a trend toward online access, the organization needed an effective method for delivery of rich media via the Internet. Furthermore, meeting the quality expectations of audiences and artists for its web-delivered content remains an ongoing priority for the Institute.

Solution Requirements

With a globally distributed audience consuming primarily video traffic, and a need to efficiently manage content based on user interest, the Internap technology solution was focused on addressing three key priorities - reach, scalability, and ease of operation.

The broad distribution of the Institute's target audience meant that a regional solution was not likely to meet all of its needs. With data centers and POPs strategically placed around the globe, Internap was able to offer the geographic diversity necessary to ensure widest possible access to a global audience.

As is typical with consumption of creative content, demand is not always easy to forecast. Predicting which video, podcast or slideshow is going to attract the greatest level of interest is not an exact science. Add potential variation by geography and the

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Success Story: Sundance Institute

task is even more difficult. With the Internap solution utilizing geo-targeting, intelligent route optimization, server clustering and fault-tolerant storage systems. Sundance Institute has been able to handle large events and unanticipated traffic spikes with high quality regardless of audience size or geographic location.

Finally, Sundance Institute's content managers needed the ability to easily support the management of the large collection of files they work with on a regular basis. With support for both the uploading and downloading of files as well as clear visibility on number of files, size, and space consumed, the Internap CDN affords better interaction with content.

Solution Benefits

Since the Sundance Institute implemented Internap's CDN, it has realized substantial benefits, including:

High Availability	Since it first began using the Internap CDN service in late 2005, Sundance Institute has enjoyed the high quality distribution of video and increased availability service that Internap has made the hallmark of IT Infrastructure services.
Reliability	On average, in the period spanning 2006 to 2010, the Internap CDN has served 2.2M views of content per year and delivered an average of 12Tb of data per year to audience members around the globe. During the entire period, the Internap CDN has performed flawlessly with no significant outages or technical issues.
Ease of Use	With it's easy to use management interface and robust architecture, the Internap CDN has also afforded Sundance Institute an opportunity to easily make changes to the content available on its sites, support backup and recovery strategies and facilitated review of past activity and planning for future events.
Flash Support	Meeting unexpected spikes in demand has never been an issue and with strong support for Flash video, the primary format used by the Sundance Institute for its on-demand streaming service, Internap has supported access and delivery to the most widely available rich media player on the market.

Bottom Line

Reaching the audiences whose passion for film has made its name iconic remains an important mission for Sundance Institute. By making use of the technological innovations in video production and the distribution options afforded by infrastructure solutions like those offered by Internap, Sundance Institute has expanded its reach to a global audience. Together, Internap and Sundance Institute are working to maintain the all important connection between artists and audiences.

Why Internap?

Transform your IT Infrastructure into a competitive advantage with IT IQ from Internap, intelligent IT Infrastructure solutions that deliver unparalleled performance, availability and support. Since 1996, thousands of enterprises have entrusted Internap to deliver their online applications across our platform of connectivity, colocation, managed hosting and cloud services.

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