

Keynote Monitors Streaming Video for CCTV.COM New Media Services Outside China

Impact Highlights:

- During the Beijing Olympics, the International Olympic Committee (IOC) gave CCTV.com the rights to broadcast the games over new media channels within China. Keynote Streaming Perspective® allowed CCTV.com to demonstrate that it was protecting IOC intellectual property by not allowing new media broadcasts to be seen outside the country.
- After the Olympics, CCTV.com began using Keynote Streaming Perspective to test streaming video performance outside China in order to enforce service level agreements.
- CCTV.com also uses Keynote Transaction Perspective to test and ensure performance of its static Web pages outside China.

Company

CCTV is China's only state-owned company in the TV media sector. In addition to broadcasting programs throughout China, CCTV has an International division that broadcasts programs to 45 million subscribers outside China 24 hours a day, seven days a week. CCTV.com is the platform for CCTV's new media services, enjoying exclusive rights to CCTV resources, which are mainly TV programs. It has full qualification from state authorities to provide services such as Internet TV, mobile TV and IPTV.

Challenge: Protecting Intellectual Property and Improving Performance

In December of 2007, CCTV and the International Olympic Committee (IOC) signed an agreement giving CCTV.com the new media

broadcasting rights for the Beijing Olympics, making CCTV.com the first official Internet and mobile phone broadcaster of the Olympic Games. The agreement gave CCTV.com the exclusive rights for the new media broadcasting of the Beijing 2008 Olympic Games in the Chinese mainland and Macao.

As part of this agreement, CCTV.com was required to protect the IOC's intellectual property by ensuring that its broadcasts of Olympic events could not be seen outside of China. To do that, it needed to monitor a wide range of sites outside China to ensure that the broadcasts were being blocked. In addition, CCTV wanted a solution that it could ultimately use to monitor the performance of its video streams worldwide after the Olympics.

About Keynote

Keynote Systems (NASDAQ "KEYN") is the global test and measurement company for mobile communications and online business performance.

As an independent and trusted third-party, Keynote provides IT and marketing executives with an unbiased view into their Internet services from around the world. For over a decade, we have been providing measurement data and testing capabilities that allow companies to understand and improve their customer's online and mobile experience.

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Keynote's sophisticated stream monitoring technology, which provides a true picture of audio and video stream delivery, coupled with its more than eight years of experience in the streaming space made it the obvious choice.

Solution: Keynote Streaming Perspective and Keynote Transaction Perspective

During the Olympics, CCTV.com employed a solution that allowed it to determine which country a particular User ID came from and if that User ID was from outside China, it would not download the video stream. CCTV.com used Keynote Streaming Perspective to monitor the data from 22 cities worldwide to determine that users outside China were unable to access the streaming services for the Olympics. Streaming Perspective's online reports documented CCTV.com's compliance with the IOC agreement.

After the Olympics, CCTV.com began using Keynote Streaming Perspective to measure the availability, performance and quality of its multimedia streams for services outside China to comply with service level agreements. CCTV.com uses Streaming Perspective to monitor streaming media performance from New York, Los Angeles, Australia, Britain, France, Japan and South Korea seven times every hour. It uses Transaction Perspective to monitor the download performance of Web pages from New York, Los Angeles, Australia, Britain, France, Japan, and South Korea every 60 minutes.

Benefits

During the Olympics, Keynote enabled CCTV to demonstrate a high level of responsibility in terms of copyright protection and show the Chinese government that they were serious in this area.

After the Olympics, the benefit was improving the quality of the customer experience of users outside China.

