

**Hewlett Packard  
Enterprise**

# Rising to the streaming challenge

**D'LIVE transforms its service with  
an on-premises platform to take on  
streaming giants**

To survive in South Korea's fiercely competitive over-the-top (OTT) video market, D'LIVE knew it needed to provide a rich and seamless streaming experience for viewers who have more options than ever. The long-time cable TV company ditched its previous OTT solution to adopt one that's faster and more reliable. Now, D'LIVE is delivering a high-quality streaming service and better viewing experiences, attracting a growing number of subscribers.

## Expanding into streaming

D'LIVE is South Korea's third-largest cable TV operator but it is facing a rapidly changing market. Like in many parts of the world, demand for OTT content has exploded in South Korea and the company is now up against heavy competition from local broadcasters and global streaming giants. The pressure is on to expand into other channels that can deliver growth, such as OTT streaming.

"OTT is what many viewers now want in terms of content delivery," says Kang Dae il, Chief Technology Officer at D'LIVE. "So, we need to focus on that."

After five years of trial and error—followed by a recent accelerated development—D'LIVE has gained new capabilities to compete and grow. It has launched a new signature streaming application that delivers better viewing experiences, enabling it to attract a growing pool of subscribers.

## D'LIVE

**Industry:** Media

**Region:** South Korea

### Vision

Grow market share in South Korea's intensely contested video streaming market

### Strategy

Adopt an over-the-top media solution that's fast, stable, reliable, and well supported

### Outcomes

- Develops a signature streaming app that offers more features and greater user experience
- Minimizes streaming errors and improves service quality and delivery
- Increases revenue with more subscribers, a paid service, and better app features
- Reduces the cost of building an OTT service by up to 20%



## Meeting high standards of service

D'LIVE started building an OTT business five years ago, when the service was still new locally. But the attempt didn't go well. Its OTT solution vendor at the time was in a different time zone and didn't have a local team, making communication extremely difficult. And the language barrier further complicated matters.

While no OTT system is error-free, the solution produced far too many errors, spoiling the viewing experience.

"Our membership barely increased because of all the errors, and the app's user experience wasn't polished either," says Mr. Kang.

Because the solution was entirely in a public cloud, access to data became a problem whenever the system was down. "We couldn't get a response to our demands and needs as quickly as we would have liked. We couldn't even see the log when there was an error," adds Mr. Kang. "Korean customers demand a very high standard of service, so we needed a quick response whenever something happened."

## Going mainstream with a reliable platform

To address these problems, D'LIVE decided to build its own on-premises infrastructure.

"We invited various infrastructure vendors to submit a proposal and decided on HPE because we trust their technical expertise and support," says Mr. Kang. The company chose local brand CASTIS for its OTT software.

D'LIVE's first priority was to provide a stable streaming service with as few errors as possible—and then reduce cost during implementation. "When we began designing our OTT platform, we told HPE that we'd start small with an on-premises

infrastructure but scale up when our OTT service becomes more popular," adds Mr. Kang.

D'LIVE turned to HPE GreenLake edge-to-cloud platform to have flexibility to scale and to eventually switch to a hybrid setup. This allowed the company to acquire an on-premises system using an operating expense model and to choose from different payment options.

The move is already paying off. D'LIVE estimates that it has reduced the cost of creating a new OTT service by up to 20%, compared to its previous solution.

## Fewer issues and better viewing experiences

Now with a mostly HPE on-premises environment, D'LIVE quickly addresses errors while also keeping them to a bare minimum. "We have a monitoring system in place too," says Mr. Kang. "That allows us to better manage the logs for services, alerts, and causes of errors. We're very satisfied in this regard."

Viewers are satisfied too, as they enjoy faster start-up times and fewer buffering issues.

D'LIVE has, in fact, seen its number of streaming subscribers grow since launching D'LIVE ON. The new signature app boasts far more features than the company's previous app and delivers better viewing experiences.

"I think having a lot of features and content appeals to our customers. The previous app provided mostly free service to attract customers, but the current version also offers paid content," notes Mr. Kang.

"We're also using various marketing features, such as reward points and coupons for membership registration, which many customers like."



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— Kang Dae il, Chief Technology Officer, D'LIVE



## Gaining an edge to compete

D'LIVE's in-house infrastructure—and flexibility to scale up to a hybrid cloud via HPE GreenLake—has put it in a position to compete with larger streaming providers, according to Mr. Kang.

“For a smaller company like us that has to compete with bigger players, I believe a hybrid configuration is ideal. Relying on an on-premises system when first entering the market and then scaling up to cloud when the business expands, to provide service directly to customers, works for a company like us.”

D'LIVE's current on-premises environment comprises HPE ProLiant DL360 and DL380 Gen10 servers, HPE D8000 Disk Enclosure, and CASTIS's OTT software—all acquired via the HPE GreenLake platform. HPE Pointnext Complete Care provides implementation and ongoing support.

“We've used a lot of HPE equipment, especially the ProLiant DL series, so we're very familiar with them and how reliable these systems are,” says Mr. Kang.

## Growing the business long term

As the demand for cable TV slowly declines, D'LIVE is paying more attention to growing its streaming service.

“We have to survive in this fiercely competitive OTT market, attract more subscribers, and keep working hard to provide quality service,” says Mr. Kang. “To achieve that, we need to constantly upgrade our technology and business processes.”

To that end, D'LIVE's top priority is to maintain hardware performance, stability, and a low failure rate.

“HPE and our partner Anchorwave have provided us with all these. We hope to continue getting their support and technical expertise as we expand our OTT business.”



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## Solution

### HPE GreenLake edge-to-cloud platform

#### Hardware

- HPE ProLiant DL360 Gen10 servers
- HPE ProLiant DL380 Gen10 servers
- HPE D8000 Disk Enclosure

#### Software

- CASTIS over-the-top software

#### HPE Pointnext Services

- HPE Pointnext Complete Care

#### Key partners

- Anchorwave



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