

# citylinked

always connecting with our customers

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## From the top

### ● An update from Neil



The Government's recent \$1.5b co-investment in new broadband fibre infrastructure is an exciting development for New Zealand. This regionally based initiative includes 25 locations, providing existing and new fibre infrastructure players with opportunities to expand their networks, fibre based products and services outside the main CBDs.

Some would say that fibre is the easy part, but what about customer demand and suite of broadband applications?

This is where CityLink's new 'Harmony' product (Content Delivery Network or CDN) comes in. It's a great example of smart NZ infrastructure bringing NZ broadband content online today.

We haven't been sitting around waiting for this new initiative. We've been keeping up with fibre-based demand across all of our business areas and recently had our biggest quarter ever.

## Make your website sing with CityLink

### Introducing 'Harmony', Citylink's new content distribution service

Harmony is the new family name we've given to CityLink's content distribution service. Harmony started life over three years ago with a single product called StreamingNET; since then our services have evolved to offer much more than the initial live streaming. If your website includes simple, static or dynamic content, Harmony will offload your server processing and bypass Internet congestion to enhance your user's experience and cost-effectively deliver your content within New Zealand and worldwide.

Today's websites are much more than just a place for your customers to get basic information about your business, they are now your front door, giving you global reach, low cost delivery, 24/7 operation and unparalleled flexibility. This means your website now delivers all kinds of different content – audio, video, podcasts, software, games, images, documents and so much more! This is not an easy feat considering the



heavy cost and complex IT infrastructure involved.

CityLink's Harmony family of content distribution services can do the hard work for you so that your website will sing, even during peak loads. Today Harmony offers two services; **ProPortion** which offloads processing, accelerates delivery and protects websites from traffic spikes by intelligently aggregating, storing (caching) and cost-effectively delivering static and dynamic content through Harmony's network of high-performance servers; and **ProStream** (formerly StreamingNET), the live streaming solution that streams 'one-to-many' radio, TV, presentations, meetings and events directly to the desktop from our content distribution network. Just give CityLink one live stream and ProStream does the heavy lifting to many thousands of concurrent viewers.

To find out more about how CityLink can bring Harmony to your website with ProPortion and ProStream please call 0800 4 CITYLINK (0800 424895) or email [sales@citylink.co.nz](mailto:sales@citylink.co.nz).



## Did you know?

**The New Zealand Transport Authority** (NZTA) have a growing network of traffic cameras which publish still motorway images on their website, updated every minute, to help plan your morning and evening commute. There are large spikes in demand for these images, which is why NZTA use Harmony's ProPortion service to take this load away from their web servers.

[www.transit.govt.nz/road/webcams.jsp](http://www.transit.govt.nz/road/webcams.jsp)

jsp

In October 2007 **Parliament TV** began broadcasting live, unedited proceedings of Parliament on Freeview, SKY and live on the Internet. The internet version is broadcast via Harmony's ProStream service, which means that one live stream from Parliament reaches many viewers.

[www.parliament.nz/en-NZ/Visiting/LiveBroadcast/](http://www.parliament.nz/en-NZ/Visiting/LiveBroadcast/)

**Radio New Zealand** (RNZ) has embraced the on-line world with live broadcasts over the Internet via Harmony's ProStream service. They also make the majority of their content available as on-demand streams and podcasts using Harmony ProPortion. In the 2008 calendar year, RNZ delivered six million on-demand streams and podcasts – double the 2007 volume.

[www.radionz.co.nz](http://www.radionz.co.nz)

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CUSTOMER PROFILE:

# Leading digital media business uses Harmony to deliver the goods

You may not have heard of Oktobor, but you've almost certainly seen some of their work. Remember the Arnotts television advert where the mouse eats the crackers instead of the cheese? Or the Volkswagen one showing the logo in tyre marks? Well, that's what Oktobor do. They are a world-class visual effects and animation studio, providing creative and innovative content for film, TV commercials and digital media.

Based in Auckland, The Oktobor team is made up of 55 extremely talented people, which is one of the things that set them apart from their competition, according to their Creative Technologist, Mark Zeman, "We focus on creating great digital user experiences. Most of our team come from a post-production and design background, with important international connections, which enables us to do a broad range of work across a number of mediums."

Oktobor is owned by an Australian parent company, which is beneficial as it allows them to have a presence on the international scene, with around 50% of projects based offshore.

Mark is a busy man, made more challenging recently when he took on the task of managing the upgrade of Oktobor's website. Given the nature of Oktobor's work, the website project called for the provision of a robust content and video delivery system – in as cost-effective a method as possible.

"CityLink was recommended to us by a colleague and I'd worked with them in the past and had a good experience, so I thought they'd be the right people for the job," says Mark.

"We signed up with CityLink's Harmony product to take advantage of its ProPortion service, which keeps media

close to users and ensures fast delivery of video at broadcast quality."

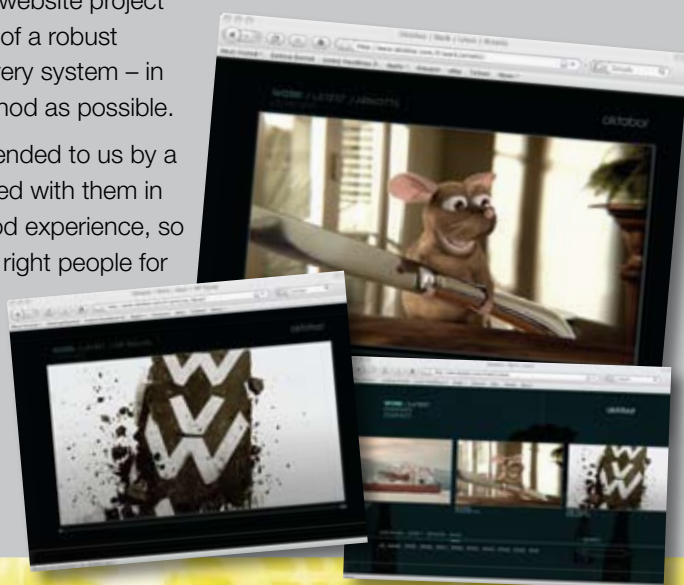
The package CityLink offered to Oktobor has made positive differences to their bottom line, allowing them to easily pass the costs onto their clients without giving them too much of a fright.

"One concern when delivering large amounts of video over the Internet is that the costs can blow out if a video has a high number of downloads. CityLink put together a flat rate package for us so we don't get any surprises in our monthly bill. We've purchased a slice of bandwidth, rather than be charged per megabyte downloaded."

Although Mark hasn't seen any unexpected benefits using the Harmony ProPortion service, he's quick to add that it's a new product and he hasn't seen it work to it's full capacity yet.

"There have been a few teething problems, but that's to be expected with a new product," says Mark. "Once everything's ironed out, I'd definitely recommend it to others. The main thing is, it's a simple product that delivers media and delivers it fast – which is just what we needed."

[www.oktobor.com](http://www.oktobor.com)  
[www.greatsoutherntv.com](http://www.greatsoutherntv.com)



## NEW BUILDINGS

The following building has recently had CityLink network services installed:

**Wellington**

190 Thorndon Quay



## TECH TALK: JARGON BUSTER

**Streaming or streaming media** most often refers to audio or video that is broadcast on the Internet. It is called streaming because the audio or video is broadcast as a continuous sequence or stream of Internet data.

**Traffic spikes or demand spikes** impact a website when the number of people trying to access the site exceeds either the web server capabilities to answer their requests, or the Internet connection to the web server is too small to carry the volume required.

**Caching** makes a temporary copy of a website or files, such as audio or video files, on a web server that is nearer to the end viewer. The benefit of caching website content is that it will speed up websites, help streaming media to perform better and spread the load from viewers across multiple servers.

**Downloads** refers to files, such as documents, programmes, photographs, music or video, which can be retrieved from a website over the Internet.

**Simple, static and dynamic content** defines the nature of content that makes up a website. Simple, static content means the same information is given to all viewers of a website; simple hypertext is an example of static content. By contrast, dynamic content web pages are assembled 'on the fly' as they are requested by viewers. These pages are created by web servers using languages such as PHP, JSP and ASP.

0800 4 CITYLINK  
[www.citylink.co.nz](http://www.citylink.co.nz)



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