



Solving last mile issues have never been easier.

Users watch your content across all their devices—smartphones, tablets, CTVs—and it's important to ensure a flawless experience across all of them.

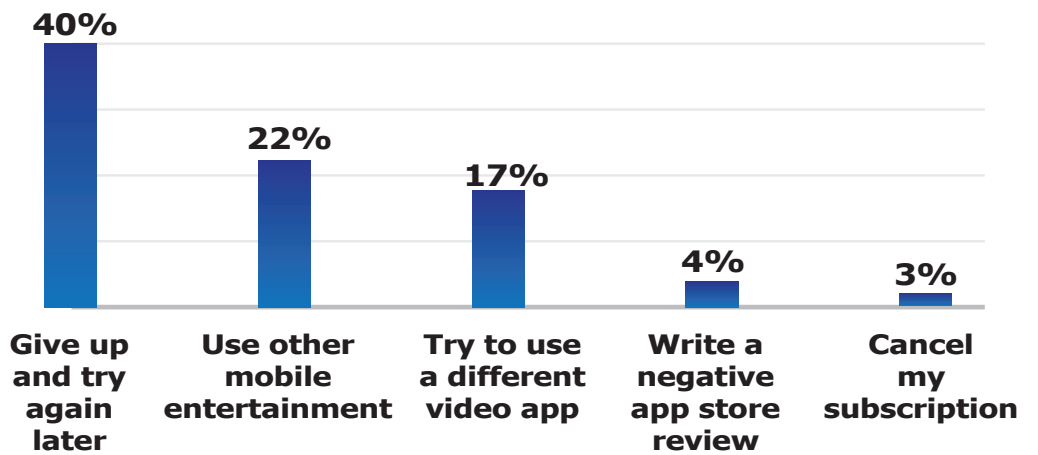
Share of viewing hours - GLOBAL OTT



Conviva Q1 2020

Poor experiences on any platform can lead to stream abandonment, ad delivery failure, churn, and poor reviews—which combined contribute to massive loss of revenue.

Reactions to a frustrating streaming experience



Penthera US Insights 2020

Though CDNs help push content closer to viewers, poor connectivity still causes last mile issues as content travels from the CDN's edge to viewers' devices. This can cause them to experience startup delays, rebuffering, and poor video quality.



You can solve these problems with Penthera's Personal Edge technology, which extends the edge created by your CDN to the screen where a user is going to watch content. The personal edge dramatically reduces last mile issues and helps you increase session times, reduce churn, and increase your bottom line.

THE PERSONAL EDGE