

ICINEX OTT

Server & CDN Solutions

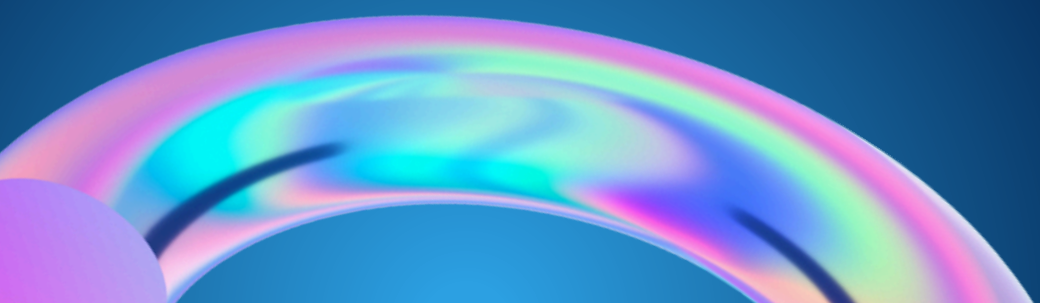
Presented by: We Do Effects



Objective

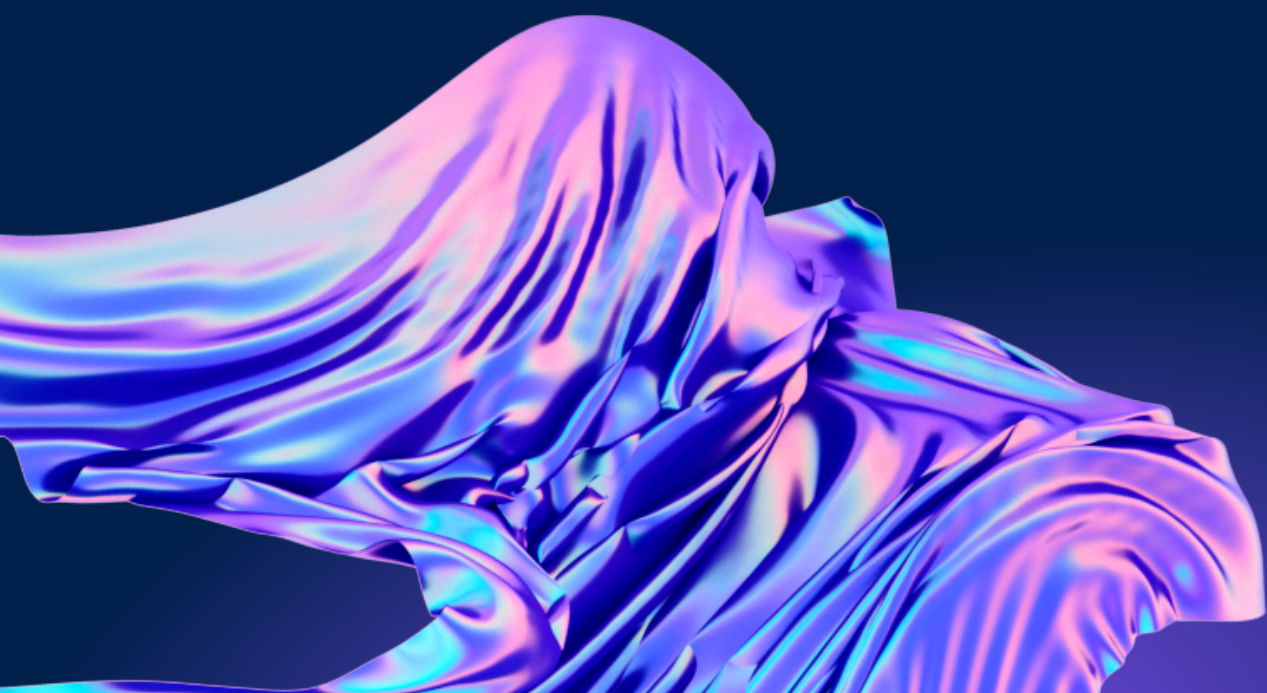
**To identify the most effective and affordable
CDN/server solution for ICINEX**

- Ensure smooth video streaming in India and UK
- Minimize cost while maintaining quality and scalability
- Prepare for VOD + possible live streaming



Key Requirements for ICINEX






- Target Markets: India & UK
 - Content Types: VOD, possible live streaming in future
 - Must support:
 - ✓ Fast load times
 - ✓ Low latency
 - ✓ Scalability
 - ✓ Budget-friendly
 - ✓ Real-time analytics
 - ✓ Easy dashboard + API support
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CDN Providers Overview

Provider	POPs in India/UK	Pricing (Per GB)	Key Features	Ideal For
Bunny.net	Yes (Mumbai, London)	\$0.03 (Asia), \$0.01 (EU)	Real-time analytics, pull & push CDN	VOD/static content, startups
Gcore CDN	Yes (Delhi, Mumbai, Chennai, London)	~\$0.02-\$0.035 (IN), ~\$0.01 (UK)	Regional control, live streaming tools	Regional apps, cost efficiency
Cloudflare	Yes (Chennai, Mumbai, London)	Free (limited), Paid plans ~\$20	WAF, DDoS protection, caching control	Hybrid apps, login systems
KeyCDN	London only (India indirect)	\$0.04 (Europe/Asia)	Reliable, but higher latency for India	UK-centric or fallback option
CloudFront	Yes (Multiple cities)	~\$0.085 (IN & UK)	AWS integration, 1TB/month free for 1 year	Full AWS stack setups

Visual: Pricing Comparison Chart

CDN Provider	India (2.5TB)	UK (2.5TB)	Total Monthly Cost
Bunny.net	\$75	\$25	\$100
Gcore CDN	~\$65-88	~\$25-38	\$120-140
Cloudflare	Free (base tier)	Free to \$20+	Free - \$20+
KeyCDN	\$100	\$100	\$200
CloudFront	\$212.50	\$212.50	\$425

-  Bunny.net is the most cost-efficient
-  Gcore offers the best balance between price and regional performance
-  AWS CloudFront is expensive unless deeply integrated with AWS

Use-Case Recommendations

Use Case	Best Option	Why?
VOD / Static Content	Bunny.net	Cheapest, fast POPs in both India
Login / Secure APIs	Cloudflare Pro	Free tier with security (WAF, DDoS
Live Streaming	Gcore CDN	Regional peering + live tools supp
AWS-integrated Apps	CloudFront	Seamless AWS integration, but ex

Final Recommendation

- ◆ Primary CDN: Bunny.net
 - Best pricing + real-time analytics
 - Ideal for VOD and static OTT content
- ◆ Backup CDN (Live or Secure Apps): Gcore CDN or Cloudflare (Pro)
 - Gcore for live streaming expansion
 - Cloudflare for login-based or hybrid app needs

Additional Considerations

- All options can be scaled or switched later
- We will implement multi-CDN fallback strategy if needed
- Consider storage costs + transcoding separately
- Real-time monitoring tools (New Relic, Datadog, etc.) can be added



Thank You

@wedoeffects_uk

hi@wedoeffects.co.uk

www.wedoeffects.co.uk

Unit 9e, Beaver Industrial Estate, Brent
Rd, Southall UB2 5FB, United Kingdom