



## Case Study: Babulous, a Streaming Content Provider, Leverages PacketExchange for High Performance IP Transit and Transport For its Top Music Application Services in New York

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*Ali Emami, XXX of Babulous*

### The Opportunity

Babulous runs and operates a music website that provides space to independent artists and DJs to showcase their music. The company’s Facebook application ‘profile song,’ is within the top three music applications on Facebook. Babulous users create their own play lists where they can listen to their music from any Internet connection. In order for the company to provide quality streaming audio for its users, it needed a fast and reliable bandwidth provider. In addition, due to the heavy bandwidth of its application, the company wanted to be as close to the end-user consumer market as possible, without having to operate its servers in multiple locations.

### The Solution

The company selected PacketExchange in its New York facility as its high performance IP bandwidth provider, after carefully reviewing several bids. Babulous selected PacketExchange for its extensive global peering relationships and optimized Internet backbone architecture that could handle Babulous’ critical network performance requirements. “As a music company, we need to stream music to our users without delay or pause,” commented Ali Emami CEO of Babulous. “The quality of bandwidth is very important to us and to our users. It creates a highly significant difference in the user experience. A user won’t listen to music from a particular website if it suddenly pauses. PacketExchange has a very high quality of bandwidth that supports the needs and expectations of our users.”

### The Results

The PacketExchange’s high performance IP transit is designed specifically for Internet content applications that require the highest level of performance and resiliency. The company designed a completely fault-tolerant backbone network that consists of multiple wide-area rings and distributed metro NAPs. After many years of hardware testing and implementations, the company successfully operates a dedicated optical transport network that provides transparent connectivity between elements on its IP network.

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