

Get Closer to the Player for Improved User Experience

Leading integrated communications cloud service
Youme enhances global user experience with Zenlayer

About Youme

Youme Technology is a cloud service provider for real-time social communications. It offers digital audio and video solutions to developers and enterprises around the world, empowering a wide range of real-time communication scenarios in gaming, social entertainment, and online education. Serving 1.5 billion end users across 200 countries in the world, Youme is an industry leader in high video/audio definition, low-latency and high concurrent streaming, anti-packet loss, and CPU efficiency.



Global Coverage

Youme has more than 200 locations around the world and provides high-quality, low-latency communications services to more than 3,500 businesses worldwide.



High Concurrency with Highly Active Users

Currently serves 2 billion end users worldwide, with a monthly average of 500 million active users and 300 million daily users.

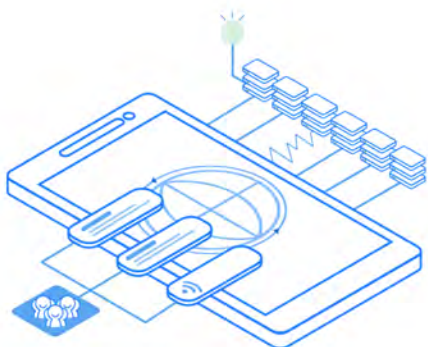


A Backbone of Global Gaming

Youme has been deeply involved in the gaming industry for many years, providing stable services for over 2,000 gaming companies and more than 5,000 games. Their service has been used to deliver more than 1,230 billion minutes of online communication.

YoumeFast™ SDN Network

Youme has achieved multi-cloud intelligent scheduling, dynamic expansion and intelligent bit rate transmission to ensure stable and smooth communication in high-concurrency and weak network scenarios.



- Highly elastic architecture, 100 million-level concurrent load, availability rate as high as 99.999% .
- Excellent performance, milliseconds delay, strong anti-weak network ability, and normal communication in an environment with a packet loss rate as high as 60% .
- Servers in 200 regions, selecting the best access for users to optimize audio and visual experiences.

Challenges

Enterprises entering emerging markets face a complex network environment

Global enterprises have distributed users, and the infrastructure conditions of the regions where users are located are often quite different. Compared to mature markets with competitive options, in emerging markets such as India, Indonesia, Brazil, the Middle East, South America and Africa – 4G networks are not mainstream. In fact, 3G and even 2G are still widely used in these emerging markets, where network speeds are relatively slow, and costs are high.

For gaming companies that need to quickly seize market share, knowing how to rapidly improve user experience in distributed, complex and weak network environments is crucial for their success.

Advanced audio and video technology is limited by complex underlying resources

Since audio and video technology was first developed, there has been significant breakthrough in capturing, encoding and decoding, rendering, and network transmission. Youme is an industry leader of high-definition audio, low latency, high-concurrency, anti-packet loss and packet size, and CPU memory usage.

However, with continuous expansion of overseas markets, Youme has found a constant need for improvement when it aims to deploy stable and high-quality audio/video solutions closer to the users in a globally distributed and complex underlying network environment.

Lagging affects user experience

Low latency is essential to good gaming experience, especially in multiplayer online games where gamers execute game operations based on in-game communication. It may cause the player to get stuck in place during laning or fail to cooperate with teammates, leading to a loss. Frustration leads to a bad gaming experience and seriously affects player retention.



For every **500 milliseconds delay**, game user traffic drops by **25%**

2 seconds of loading delay causes **87%** of players to abandon a krypton gold trade

81% of players will choose to **quit the game** if it does not load immediately.

Solution Overview

Zenlayer's edge cloud solution helped Youme Technology build a stable and high-quality global foundation for their network, reduce operation and maintenance costs, improve operating efficiency, support iterative upgrades to their product technology, and continue to expand their global business landscape to better serve their 2 billion end-users across 200 regions.



Dedicated Global Network, Low Latency, High Reliability

Relying on Zenlayer's global dedicated backbone network, Youme is able to launch physical servers of edge nodes and quickly deploy audio and video applications, while using a dedicated network connection between edge nodes and central nodes to reduce dynamic and static content latency and increase stability and security.



Selected Local IPT For Overseas Users, Improved Weak Network Environment

Accessing to local high-quality uplink operators at edge nodes closer to the users, Zenlayer provides high-quality local coverage with high-quality IP Transit, maximizes coverage of users in the target markets, and improves the quality of the underlying network of Youme.



Reduced Cost, Increased Operational Efficiency

Youme can view data running status and file access time, location and speed in real time through the online portal. Zenlayer handles overseas resources and policies. It also provides uniform deployment and complete services, centralized failure reporting, and a simplified operation and maintenance process.



WOW Service

Zenlayer provides in-depth technical consultation in the early stage and tailored technical solutions that meet business scenarios and budgets. Taking advantage of its strong operator relationships globally, Zenlayer conducts tests in advance for better business planning. During and post-sales, Zenlayer timely responds to client needs and prepares Youme for the business expansion process of instant technology entering emerging markets.

Why Youme Selected Zenlayer

- Global edge network built on best local resources with 180+ edge nodes in 26 countries and regions
- In-depth understanding of IX, ISP, telecom operators, data center operators in emerging markets
- Uniform standard operation and maintenance services around the world, field engineers posted at multiple core nodes
- 24/7 bilingual technical support in Chinese and English

Results

The key performance indicators of Youme Technology's international gaming services continue to improve, including audio noise reduction, video definition and customer satisfaction rate. 300 million concurrent users are accommodated daily with 25% reduction in latency, 60% anti-packet loss and 1.5M minimum packet size.

Youme Technology's 2 billion+ end users from 200 countries and the 300 million+ active users concurrently in a single day run smoothly on the global underlying network provided by Zenlayer, and these numbers are constantly going up. Zenlayer will continue to provide global edge cloud services to help Youme build an Internet communication cloud product with full-featured support, full platform coverage and a global layout.

The Zenlayer team has given Youme a lot of support, tailored solutions for our business scenarios, and responded to our needs in a timely manner. The two parties will jointly improve the end-to-end real-time interactive audio and video experience in a complex network environment.

- Lina Chen
Vice President of Sales and Operations, Youme Technology

Results in Numbers

100 servers

2h deployment to edge turnaround

10 Gbps daily peak bandwidth

25% reduction in latency

30% increase of customer satisfaction

30% decrease of operational cost

0 visit to overseas data centers by users