THE FUTURE OF STREAMING INFRASTRUCTURE:
BARE-METAL VS. CO-LOCATION

EXECUTIVE **SUMMARY**

"For media streaming and content delivery network (CDN) providers, the choice between bare-metal hosting and co-location is critical. Both options offer unique benefits and challenges.

Media streaming and CDN providers require **low-latency**, **high-bandwidth**, and **scalable** infrastructure to deliver seamless content to global audiences.

The debate between bare-metal hosting and colocation remains a crucial decision for companies looking to optimize performance, security, and costs.

This whitepaper explores the advantages of each and provides insights to help streaming providers make the best decision for their business needs.

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INTRODUCTION TO **BARE-METAL HOSTING VS. CO-LOCATION**

What is Bare-metal Hosting?

Bare-metal hosting involves renting or owning physical servers dedicated solely to one client. This offers full control over the hardware, performance, and security.

What is Co-location?

Co-location refers to renting space in a third-party data center where businesses can install their own hardware. The data center provides power, cooling, and network connectivity, but the client maintains control over the servers.

Why Does it Matter for Streaming Providers?

The infrastructure choice directly impacts performance, scalability, and costs for media streaming providers. Streaming services require high bandwidth, low-latency, and reliable infrastructure to **deliver quality content** to viewers.

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BENEFITS OF
BARE-METAL HOSTING FOR STREAMING

Exclusive Hardware Usage

No virtualization overhead, ensuring full performance.

Fast Deployment

Pre-configured hardware optimized for streaming.

Fully Managed

Bare-metal Servers can be offered as Fully managed, which removes the hassle of server administration for Streaming companies.

Zero CAPEX

Avoid capital expenditure on high-cost streaming and networking hardware.

The Power of Bare-metal

Deploy your streaming infrastructure on high-performance hardware backed by a blazing-fast 40G network.

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ADVANTAGES OF
CO-LOCATION FOR STREAMING

Complete control over hardware

Full customization options as the Streaming provider can acquire equipment according to their very bespoke requirements.

High-level of Security

Pre-configured hardware optimized for streaming.

Fully Managed

Bare-metal Servers can be offered as Fully managed, which removes the hassle of server administration for Streaming companies.

Zero CAPEX

Avoid capital expenditure on high-cost streaming and networking hardware.

Shared Colo or Full Rack

Choose from Shared co-location or full private racks. 24x7 Hands-on Support by Streaming-experienced engineers.

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PERFORMANCE COMPARISON:
BARE-METAL VS. COLOCATION

Latency & Network Performance

Bare-metal Servers
Providers offer optimized networks with premium bandwidth.

Colocation
Companies can build custom routing and peering agreements.

Scalability

Bare-metal Servers
Scalable based on provider inventory; no long-term commitments.

Colocation
Full control over scaling, but requires hardware purchases.

Cost-efficiency

Bare-metal Servers
Pay-as-you-go model; includes maintenance and upgrades.

Colocation
Higher initial investment but lower long-term costs.

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SUPERCHARGE YOUR MEDIA STREAMING CAPABILITIES WITH **BARE–METAL** OR **COLOCATION** SOLUTIONS

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