



ITV wins the race against time to keep Formula 1 website available with Zeus Technology as the “high-octane” additive

The day before the first qualifying race in Australia, ITV was becoming a victim of its own success. Formula 1 fans were visiting the website in the hundreds of thousands, and the third party infrastructure that hosted the site was running up against severe bandwidth limitations. To keep the site up and performing well, ITV couldn't afford to wait on legacy hardware options. Only Zeus Technology's software offered the speed and maneuverability to meet the demands of F1 fans.

Before the start of the F1 season, ITV realized they were fast becoming victims of their own success.

On the day before the qualifying race for the Australian Grand Prix, ITV realized that its third-party web hoster's infrastructure wasn't coping with the enormous volume of traffic to its F1 website, which was grinding to a halt as a result. At the same time, ITV had added the “video highlights” feature, and it was attracting an unprecedented number of viewers.

This risked disappointing F1 fans, who have joined the large community that ITV had created. Fans check the latest news and results, sign up for text alerts to their mobile phones or even play Fantasy F1 games.

“With our previous hoster, our web infrastructure was at risk of falling over at any moment. By moving across to our new ioko platform with Zeus, we are now getting over 50 mbps of traffic and over 1 million page views per day without any performance issues.”

Steve White
Head of Technology, ITV

Steve White, Head of Technology at ITV needed an immediate solution and he only had a few hours to put it into place.

Beating the ticking clock

“With the Australian Grand Prix happening the next day, we were racing against the clock,” explained White.

“There are numerous vendors offering load balancing and application delivery controller products, but those are all physical hardware. We really couldn't wait for an appliance to be delivered in a week's time. We also couldn't afford a steep and lengthy learning curve for becoming proficient with whatever solution we chose.”

“I was already familiar with Zeus Technology from having worked on a large UK charity event show and our systems integrator, ioko, have a team of engineers with extensive experience implementing Zeus.”

Taking ZXTM for a test drive

“I knew that Zeus provides a pure software ADC (application delivery controller) that we could download and evaluate without delay, but it was truly confidence inspiring to see how quickly ZXTM could be implemented and used in our test environment. It's almost as if it were designed precisely for us.



“With the deployment guides provided by Zeus and the expertise of ioko's engineers, we had the software installed and running within minutes.

“We evaluated ZXTM in a testing environment and put it through a number of performance tests and it worked brilliantly, so we moved it straight into the live production environment, where TrafficScript™ enabled us to engineer a clever solution to cope with the bandwidth bottleneck, while also serving a huge number of viewers.

“ZXTM's built-in techniques for managing and offloading network traffic, and the fantastically flexible content caching options brought us all the way to solving our issues of website stability. Then, using its TrafficScript ioko fine-tuned ZXTM to cache precisely the right content for our website.

“Now, over 95% of our F1 content is cached and served by ZXTM, drastically reducing the load on our website infrastructure and giving our users a consistently excellent online experience.”

ITV takes a victory lap

“Only five and a half hours passed between downloading ZXTM and having it manage our live web traffic, guaranteeing that we could consistently provide the end user experience we had set out to achieve – no matter how many hits our website took.

“The fact that ZXTM is so easy to use has meant that my team could learn the basics

within minutes from ioko. We had excellent advice from Zeus’ and ioko’s Technical Support, who responded quickly with clever tips and tricks.

“Our new online service is a real winner and Zeus enabled us to scale our capability to manage the anticipated peak in visitors to our website as the season began in earnest,” concluded White.

ITV at a glance

ITV is the biggest commercial television network in the UK, broadcasting the most talked about television and making a major contribution to the UK’s culture, economy and communities.

ITV plc also owns the digital channel portfolio - ITV2, ITV3, ITV4, CiTV. ITV Plc also provides a range of new media and interactive services via the internet, mobile phones and broadband.

The ITV channels combined offer such popular programs as “The X Factor”, “Coronation Street”, “Lost in Austin” and “Formula 1 Racing”.

For more information, visit: www.itv.com

ioko at a glance

ioko specializes in designing, building and running world-class technology platforms for large media and entertainment organizations.

As a global \$100M company, ioko helps its customers build game-changing businesses, not products. ioko caters to broadcasters, content producers, internet portals, satellite and cable, telecommunications and “pay & play” gaming companies.

For more information, visit: www.ioko.com

Zeus at a glance

Zeus software enables customers to create, manage and deliver exceptional online services.

Zeus Extensible Traffic Manager (ZXTM) is an Application Delivery Controller (ADC) that dramatically improves network and web-enabled applications making them faster, more reliable, secure and easy to manage.

Zeus Technology’s customers include: Play.com, iLike, BT, NASA, ITV, Blue State Digital, Gilt Groupe, Bourne Leisure and Yottaserve.

For further information, please email: info@zeus.com or visit www.zeus.com to contact the Zeus office nearest to you.

WHY WAIT... DOWNLOAD A FREE TRIAL VERSION OF



Because ZXTM is pure software you can download it free of charge and evaluate it before you buy. Technical support is also available during your evaluation.

Simply visit our website:

www.zeus.com/downloads



Zeus Technology Limited (UK)

The Jeffreys Building
Cowley Road
Cambridge CB4 0WS
United Kingdom

Sales: +44 (0)1223 568555

Main: +44 (0)1223 525000

Fax: +44 (0)1223 525100

Email: info@zeus.com

Web: www.zeus.com

Zeus Technology, Inc. (U.S.)

5201 Great America Parkway
Suite 320
Santa Clara, CA 95054
United States of America

Phone: 1-888-ZEUS-INC

Fax: 1-866-628-7884

Email: info@zeus.com

Web: www.zeus.com

© Zeus Technology [2008]. Zeus, Zeus Load Balancer, Zeus Web Server, Zeus Extensible Traffic Manager, ZXTM Virtual Appliance, TrafficScript, TrafficCluster and RuleBuilder are trademarks of Zeus Technology Ltd. All other brands and product names may be trademarks or registered trademarks of their respective owners.