





# Datacenter Design for High Capacity Web Cache and Streaming

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# Overview

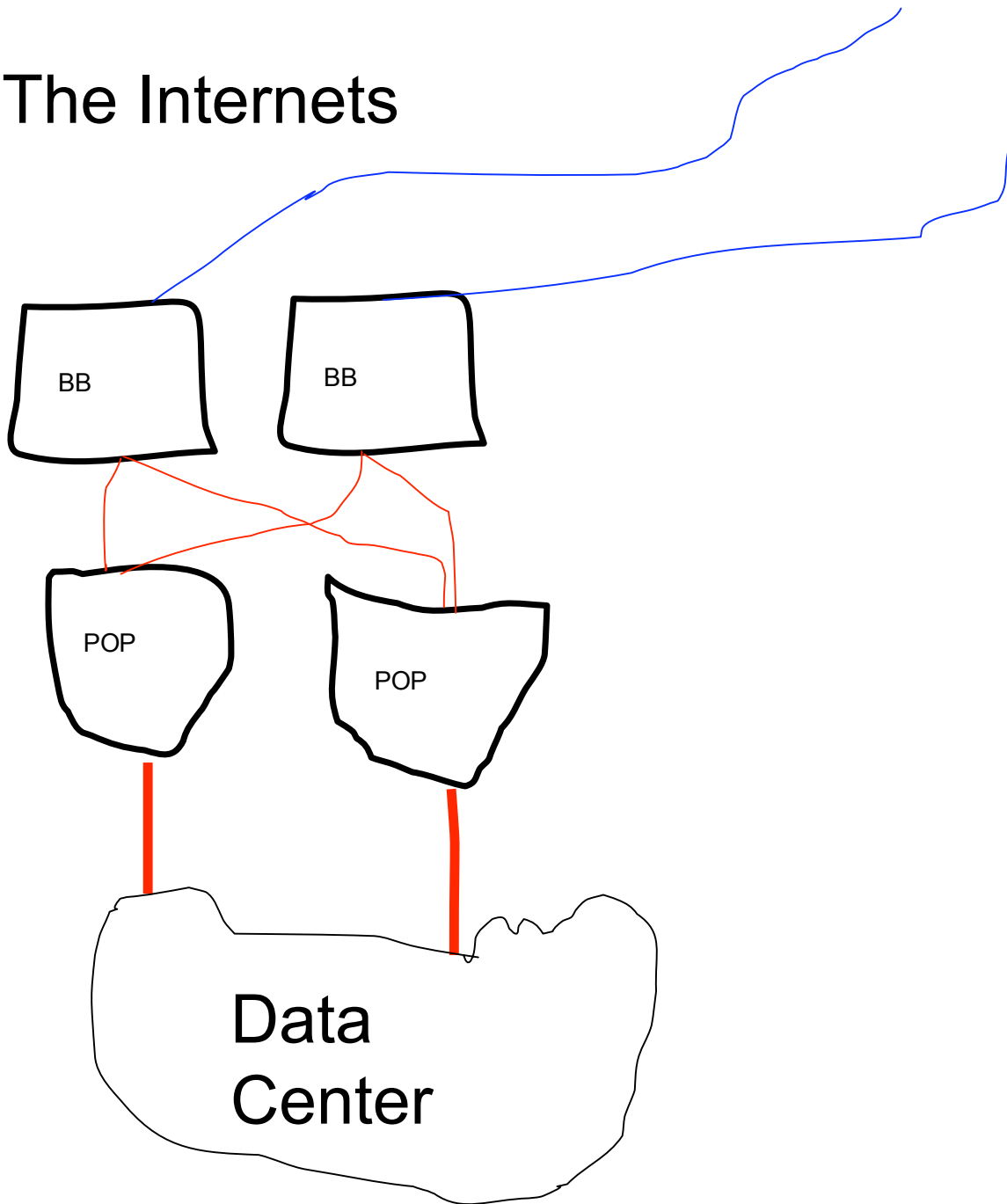
- Problem Space
- Streaming
- Caching

## A Moment of Reflection

The irony is that, we subtly contribute to this by helping to build network and organization infrastructure which supports a highly networked economy. We think we're doing better because our salaries go up and up and up, when in fact, we spend more and more of our income at... amazon.com. translation: less money now than when I was flat broke.

-Faisal Jawdat

# The Internets



# Data Center Design Philosophy

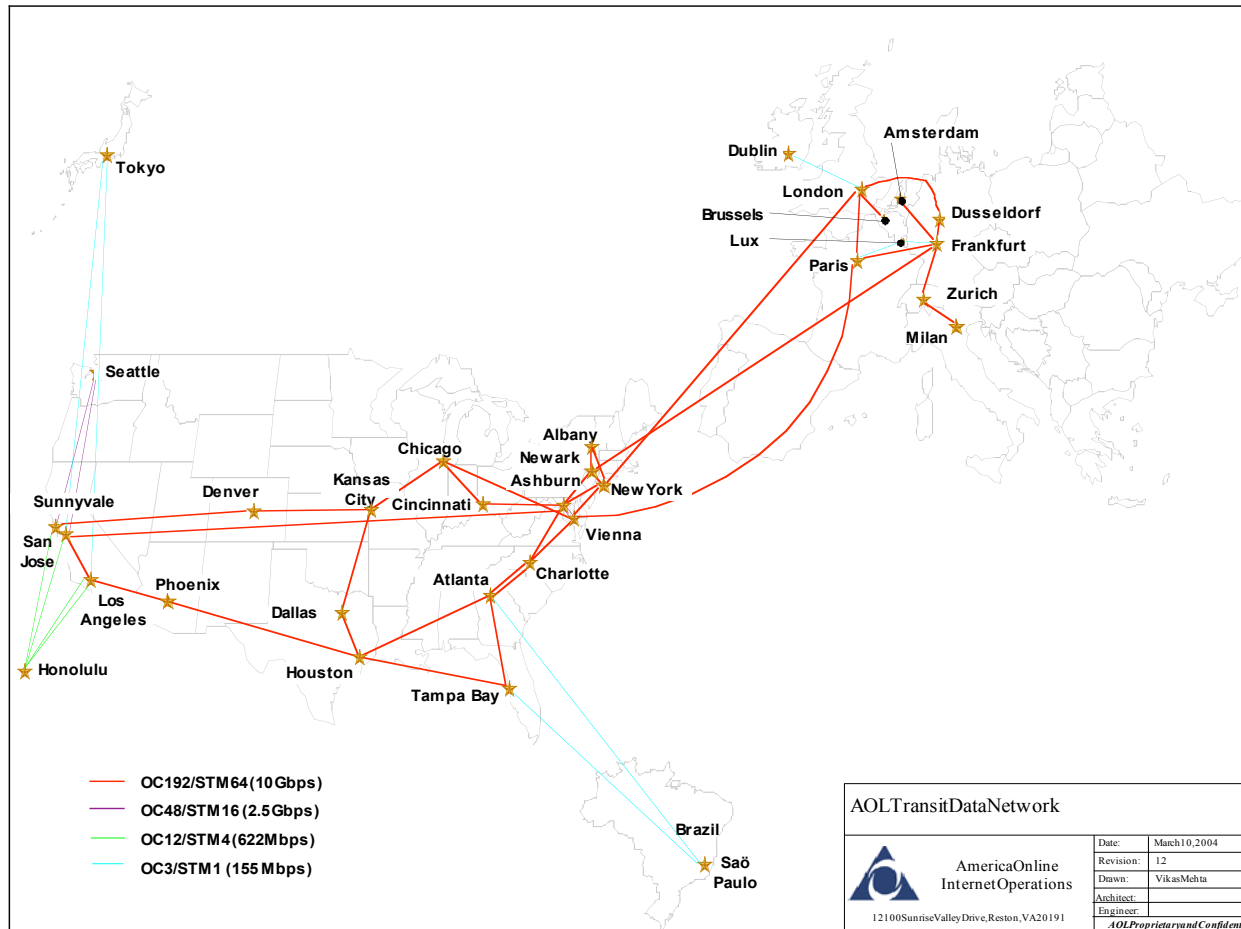
## **Complete life cycle in NetOps**

- Architect, design, implement, and operate

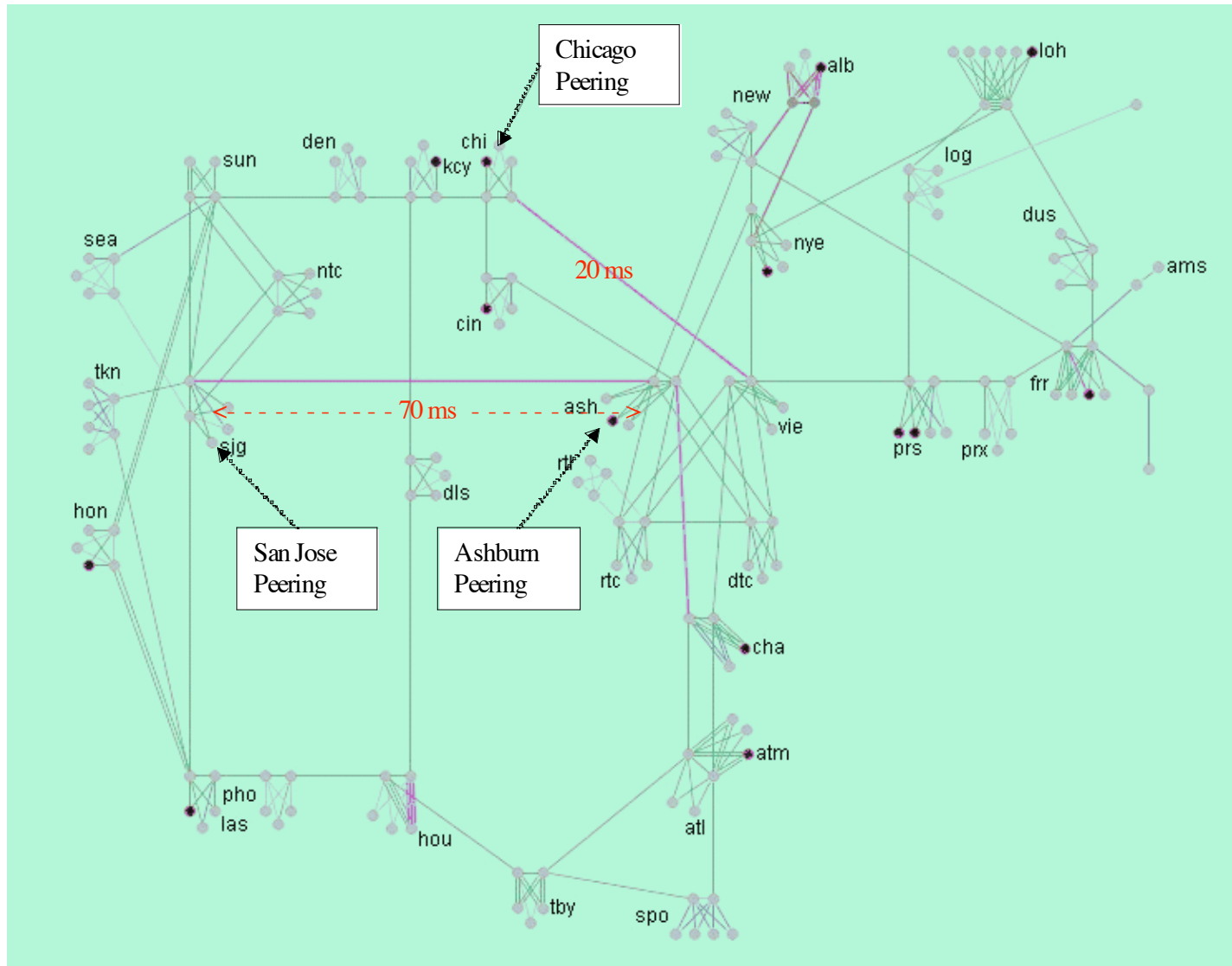
## **Design Criteria**

- Diversity of component, paths, logical units
- No Single Point of Failure (SPOF)
  - Redundant capacity to support peak load
- Routed topology
- System review to ensure performance & survivability goals

# ATDN Map

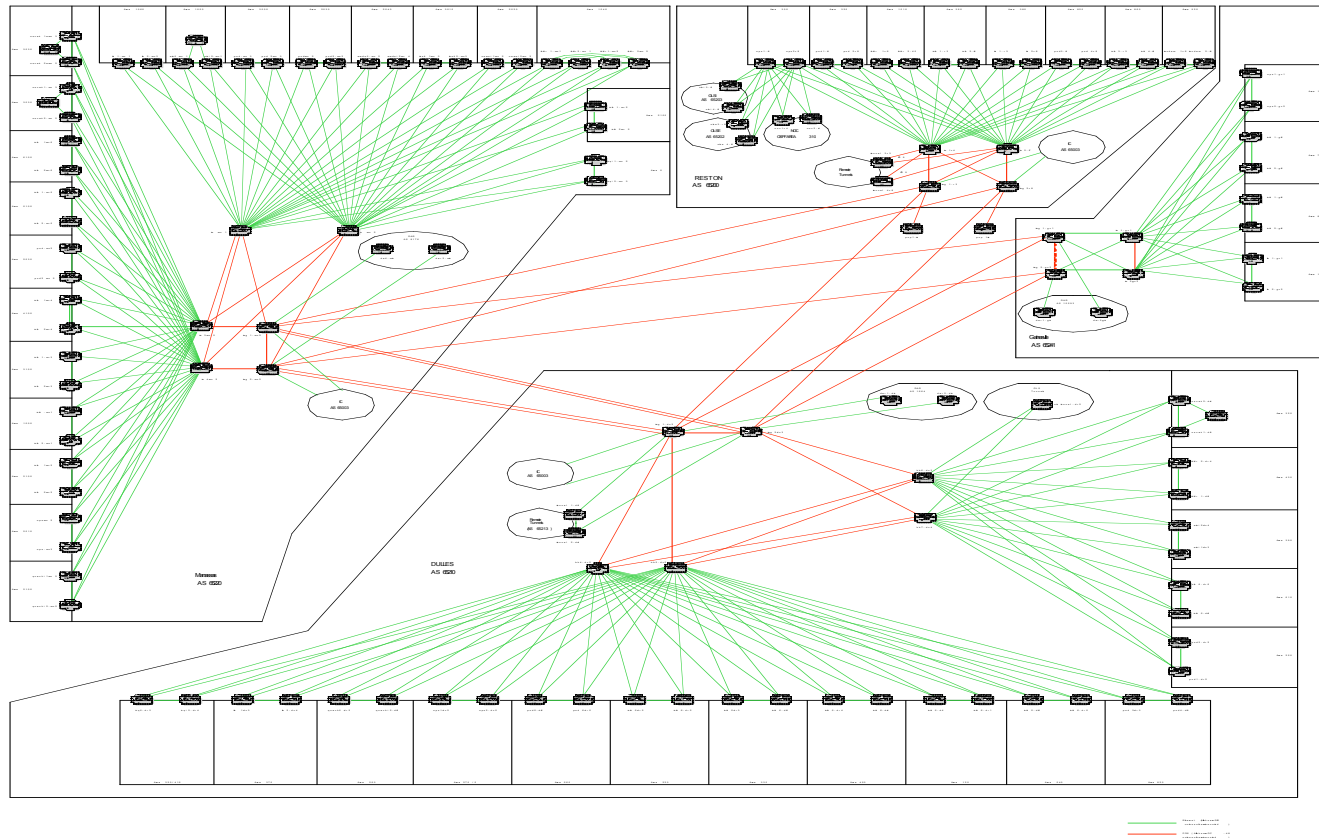


# Traffic Topology





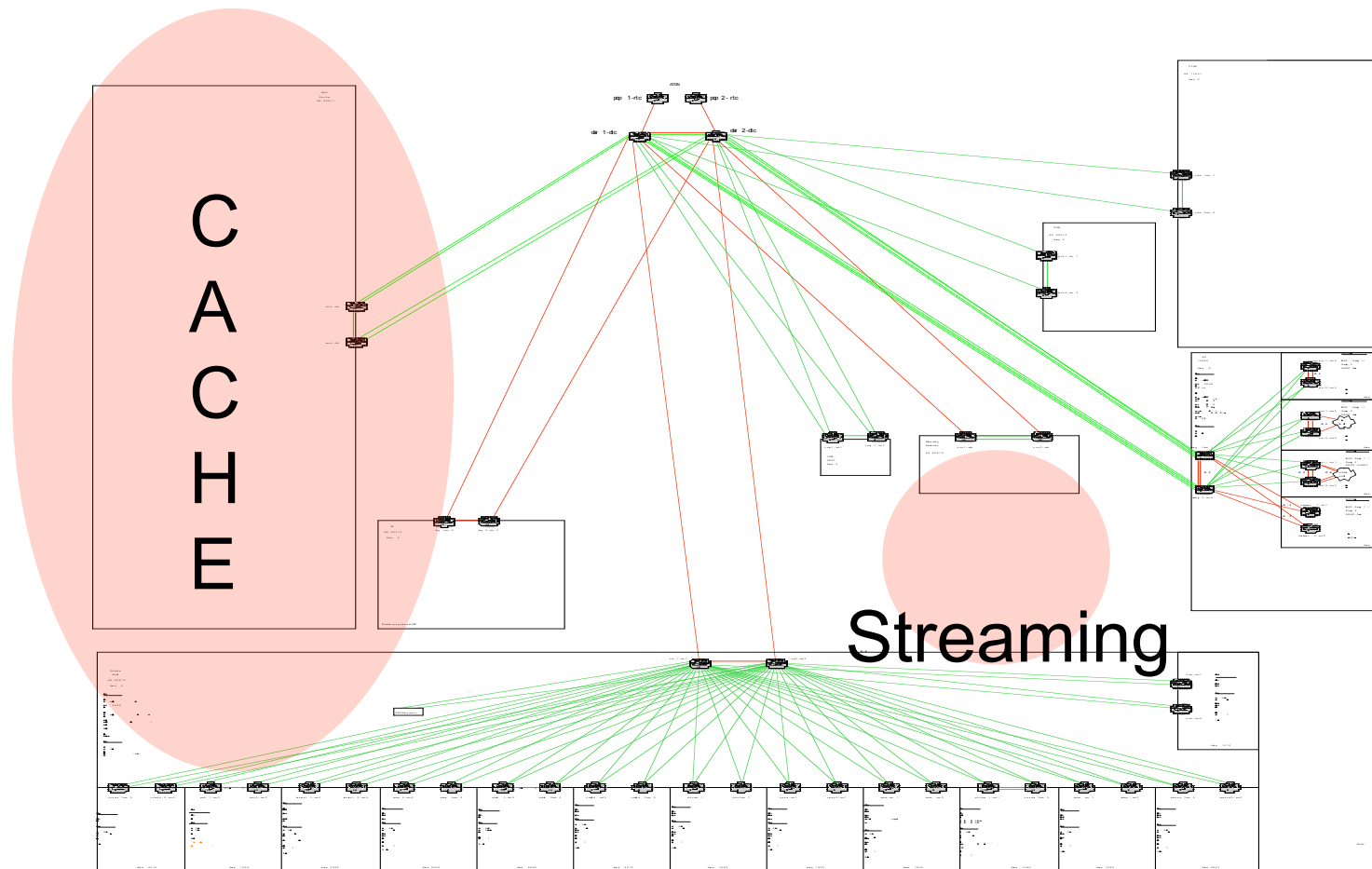
# Data Centers



This thing severely violated the Rule of Complexity. The Rule of Complexity states that if an answer seems too complicated to be the right answer, it is the wrong answer.

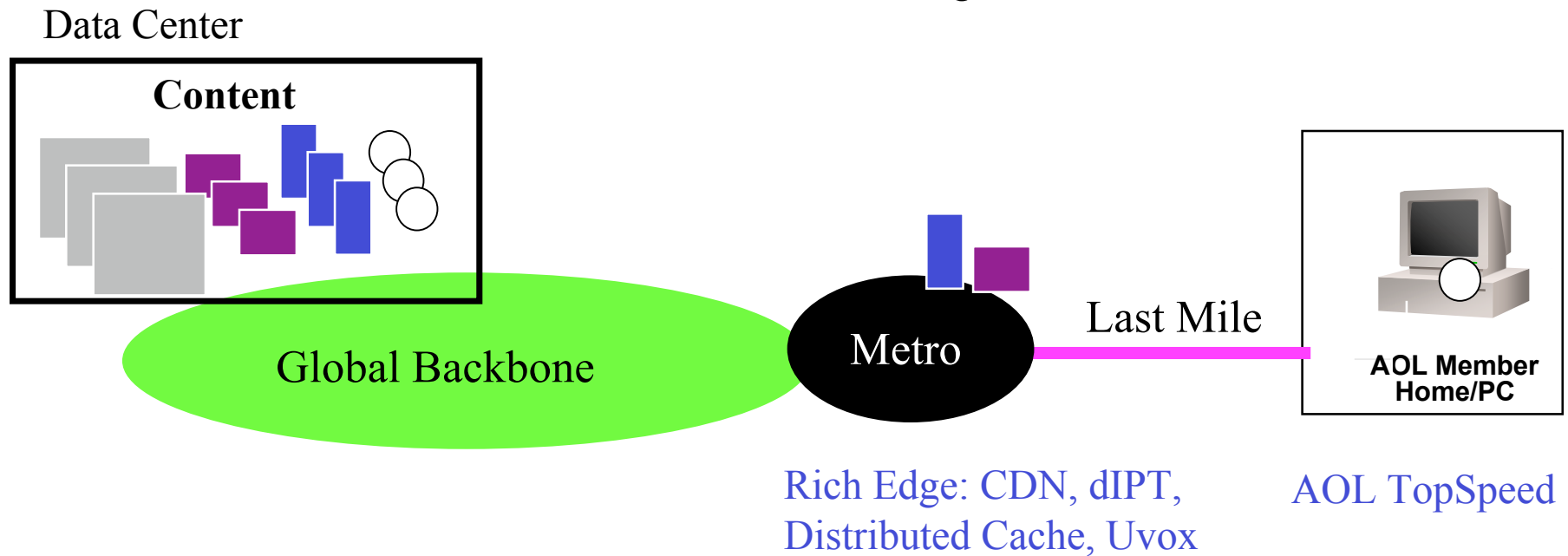
-Steve Cutchen

# Data Centers

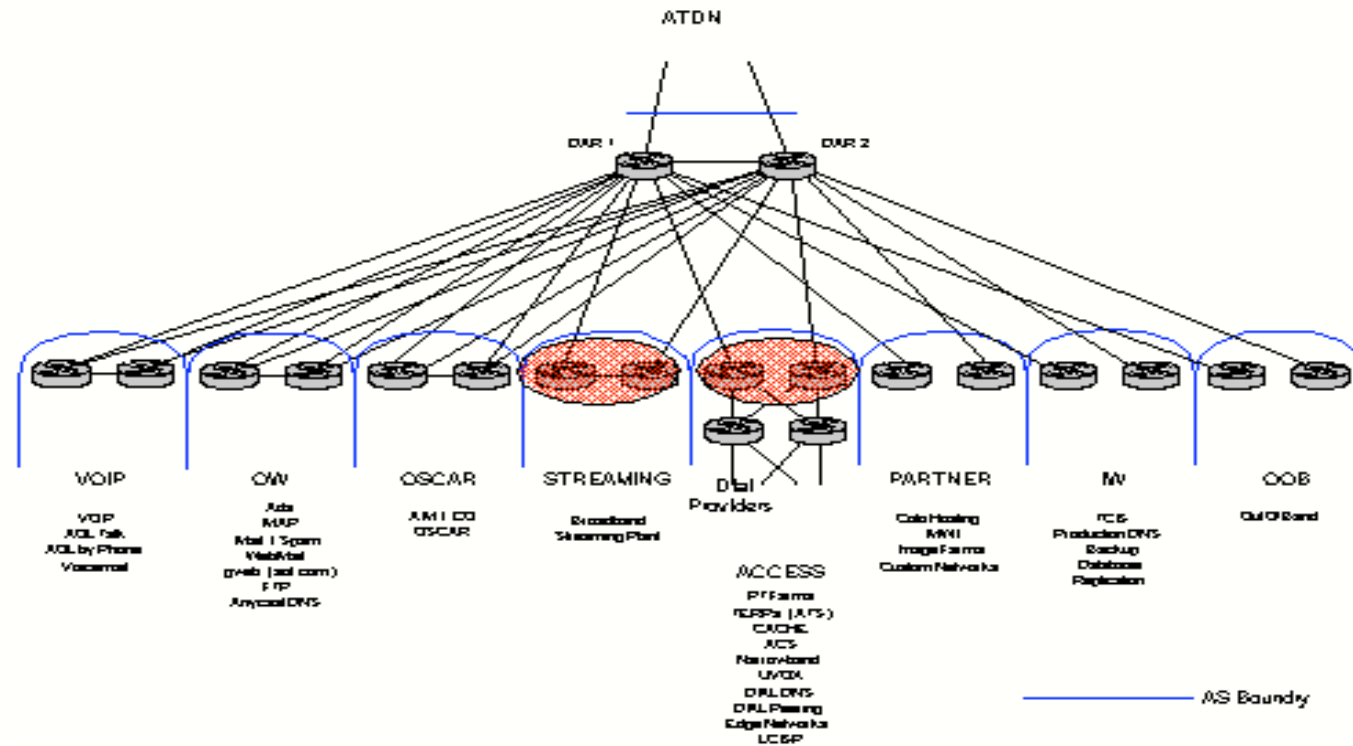


# Content Distribution Evolution

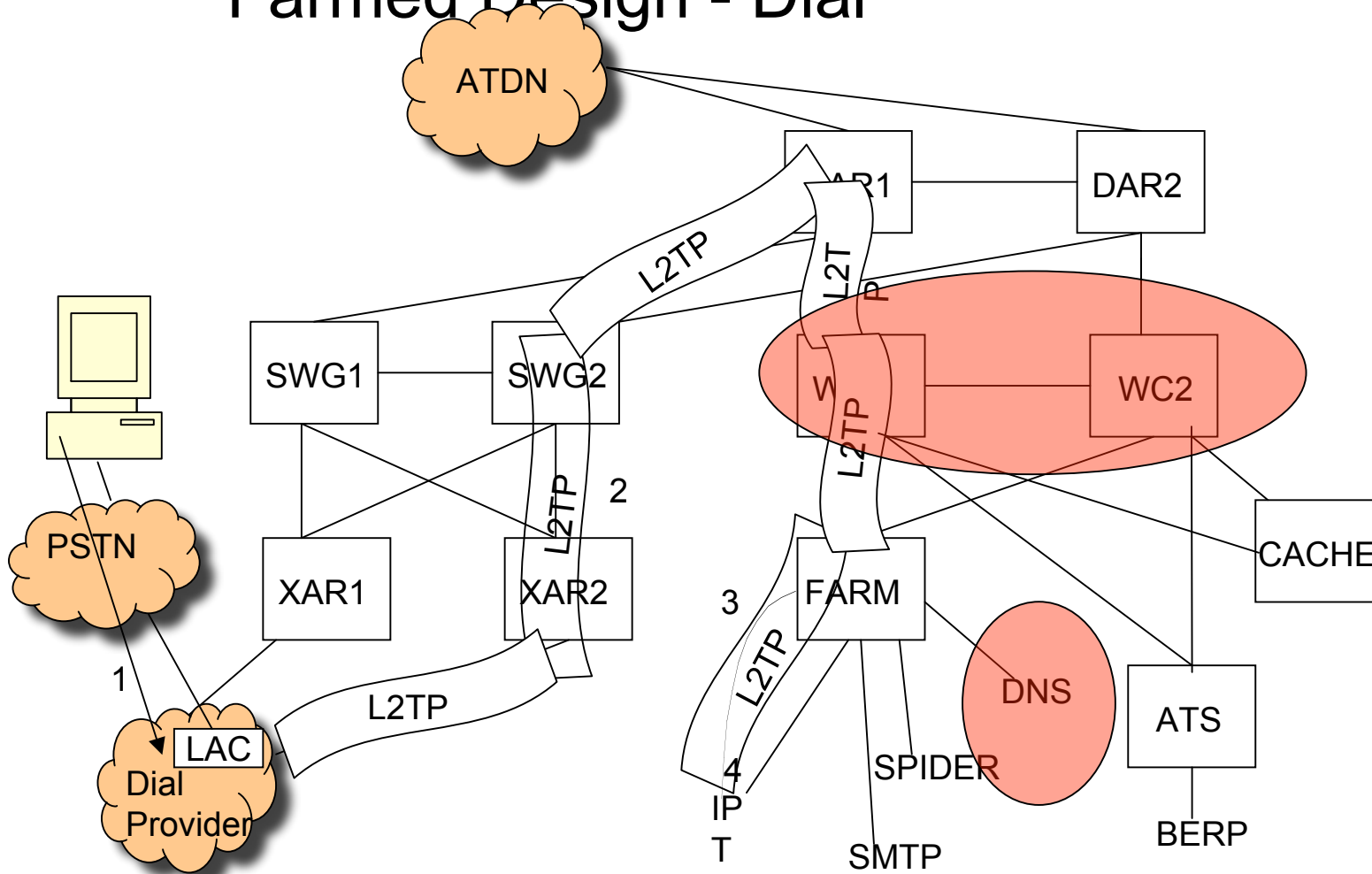
- Distribute the “Right Content”...
- To the “Right Place”...
- And at the “Right Time”...



# 10K Foot View

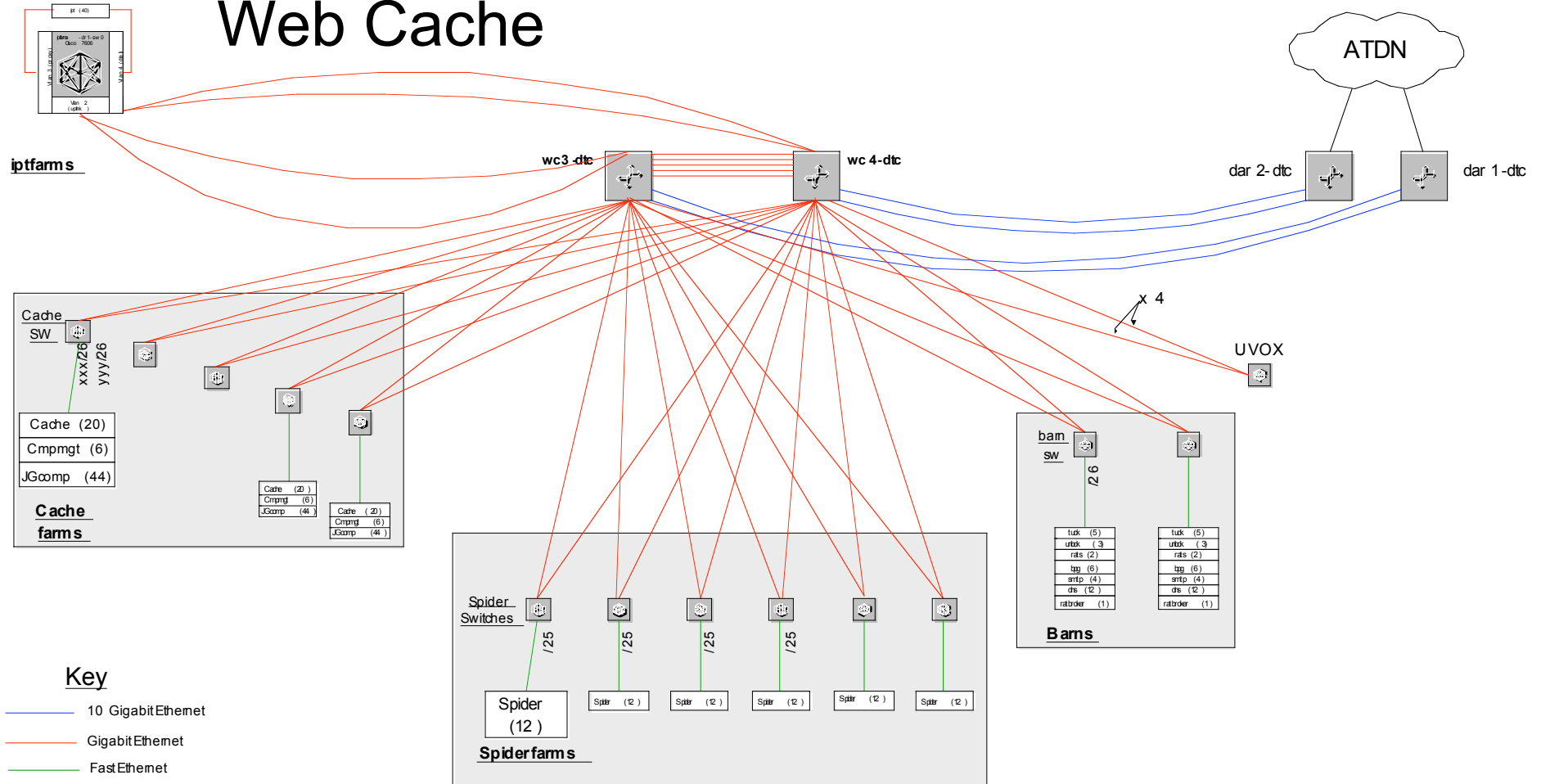


# Farmed Design - Dial



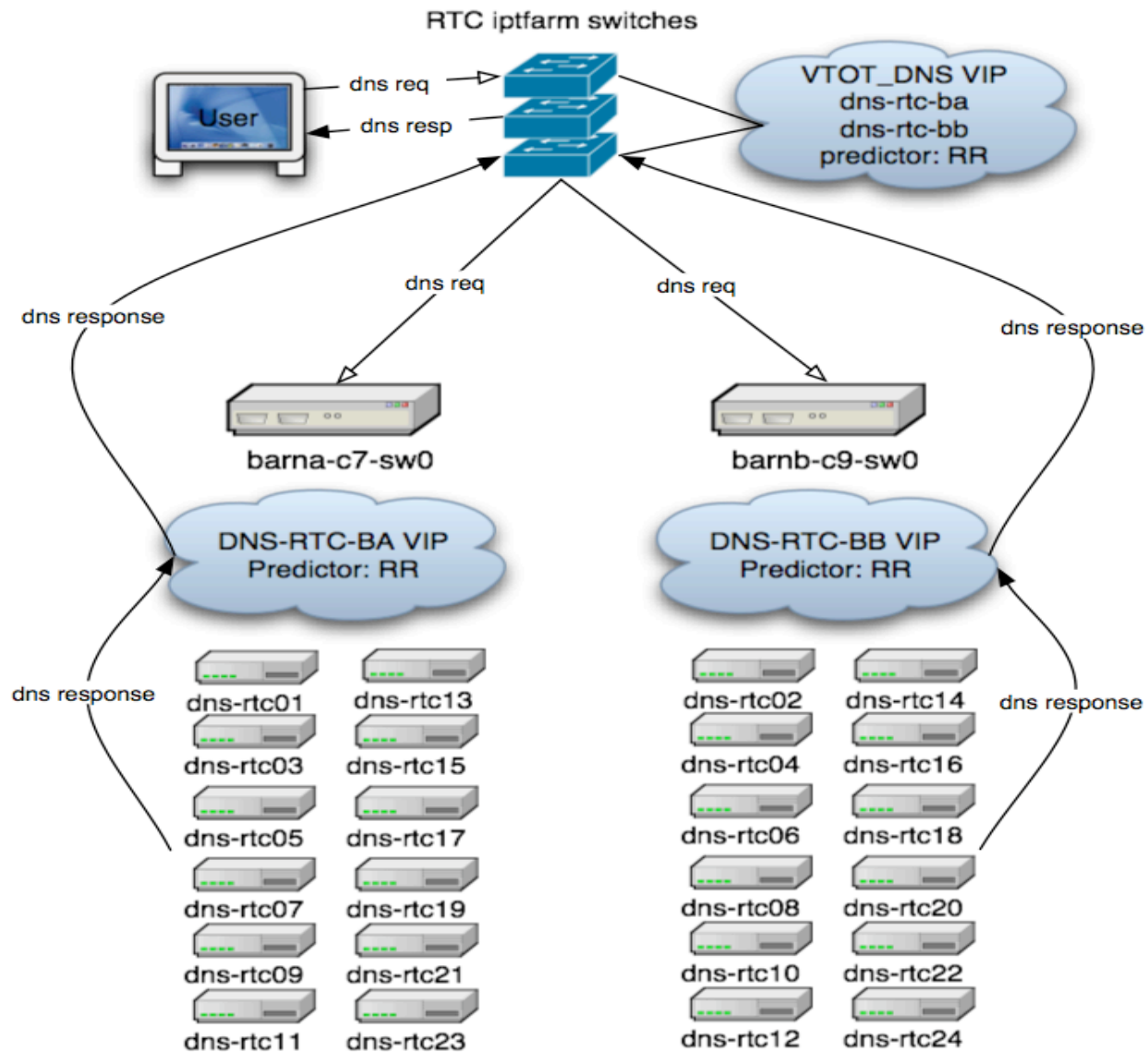
The day a vendor starts handing out leather jackets with high end products is the day he starts getting a lot of my business. -Jonathan Hartford

# Web Cache



Web Requests Served Daily: Over 13 Billion

# DNS Load Balancing Architecture



# Streaming - Blocks

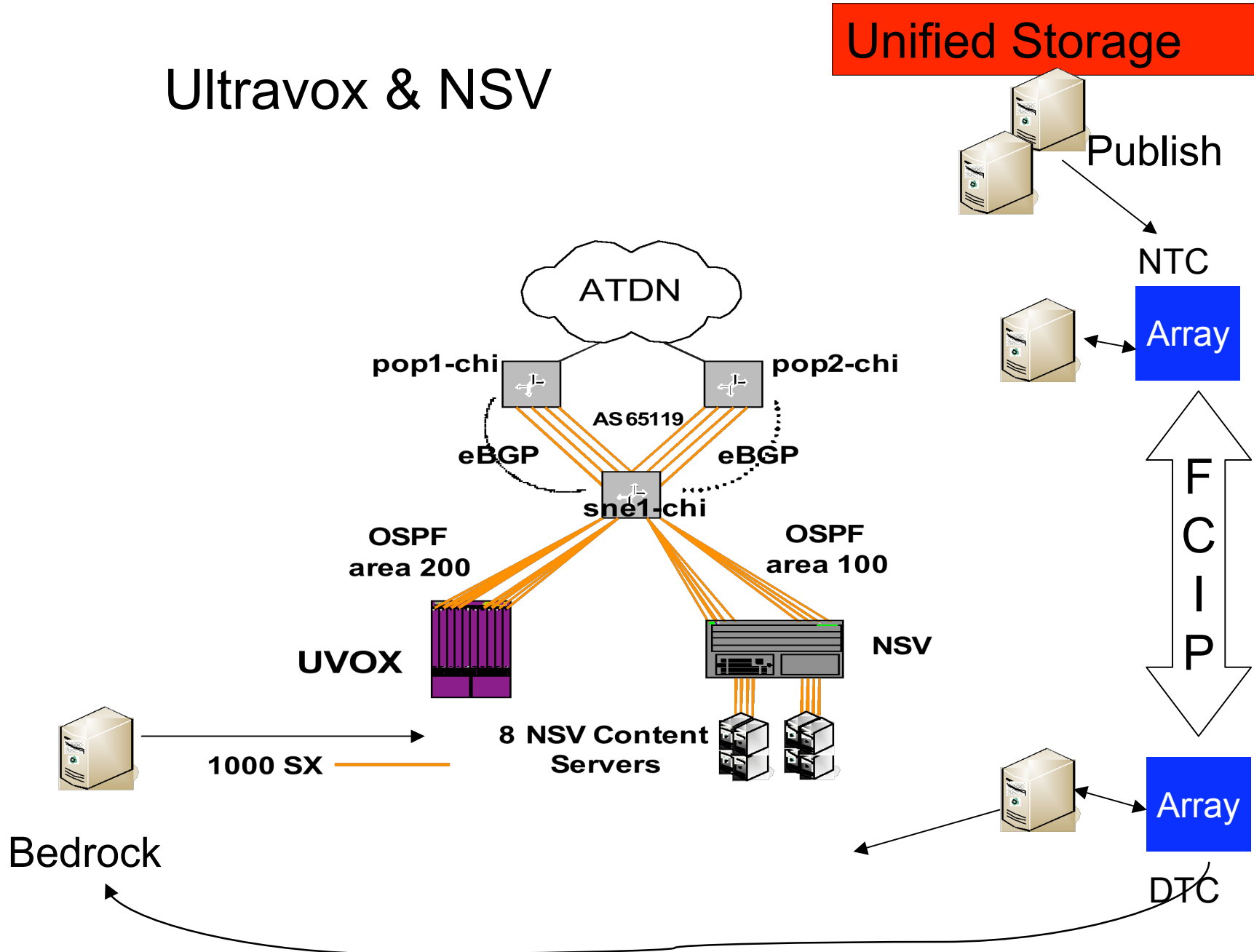
- Unified Storage – Replicated content storage and distribution
- UVOX – Bedrock servers take content from Unified Storage Complex
  - Already in correct codec
  - Place it in UVOX format
  - Send it to UVOX
- NSV
  - Store up 6 hours of cached content in Bedrock Servers
  - Send to Deathstar

spinner.com is the greatest thing to happen to the internet since aol's irc server got klined.

-Faisal Jawdat

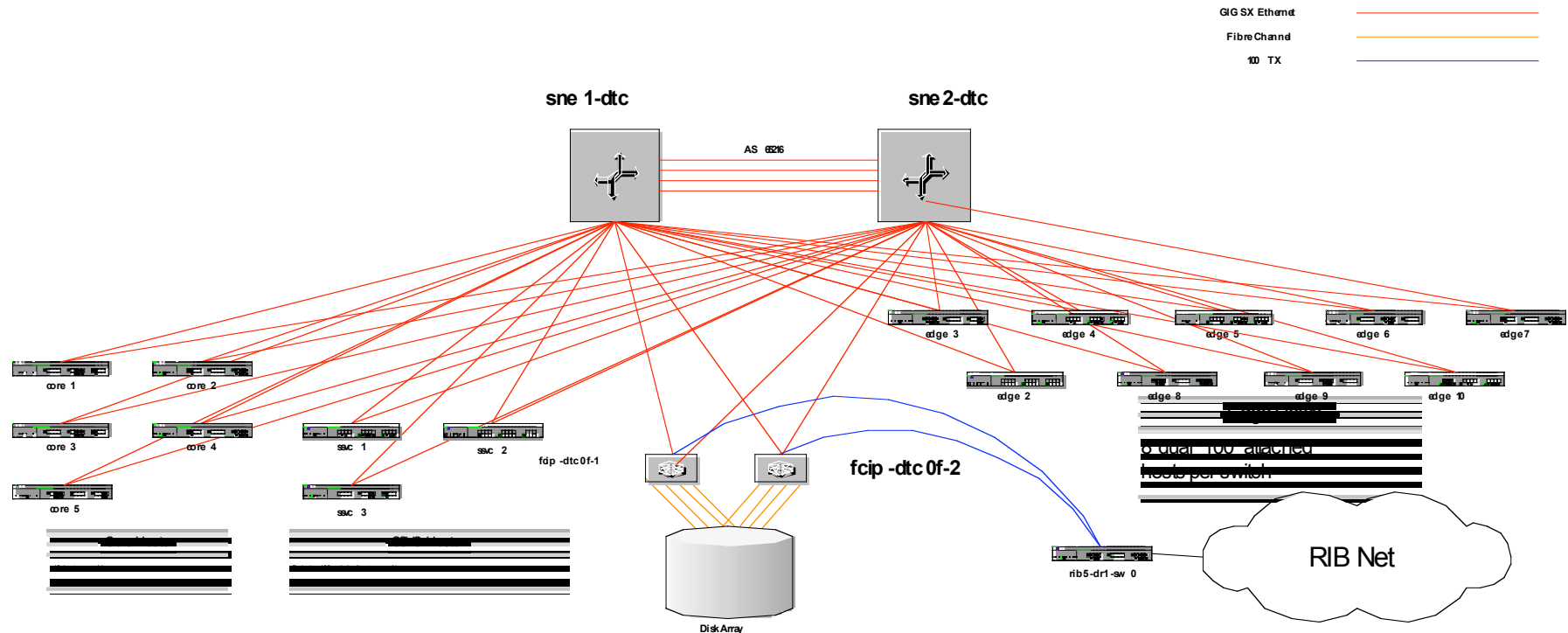


# Ultravox & NSV



Bryan Blank: overclocking leads to instability, instability leads to hate  
Bill Fumerola: hate leads to filing PRs and using the phrase "it worked in linux"

# Unified Storage Complex

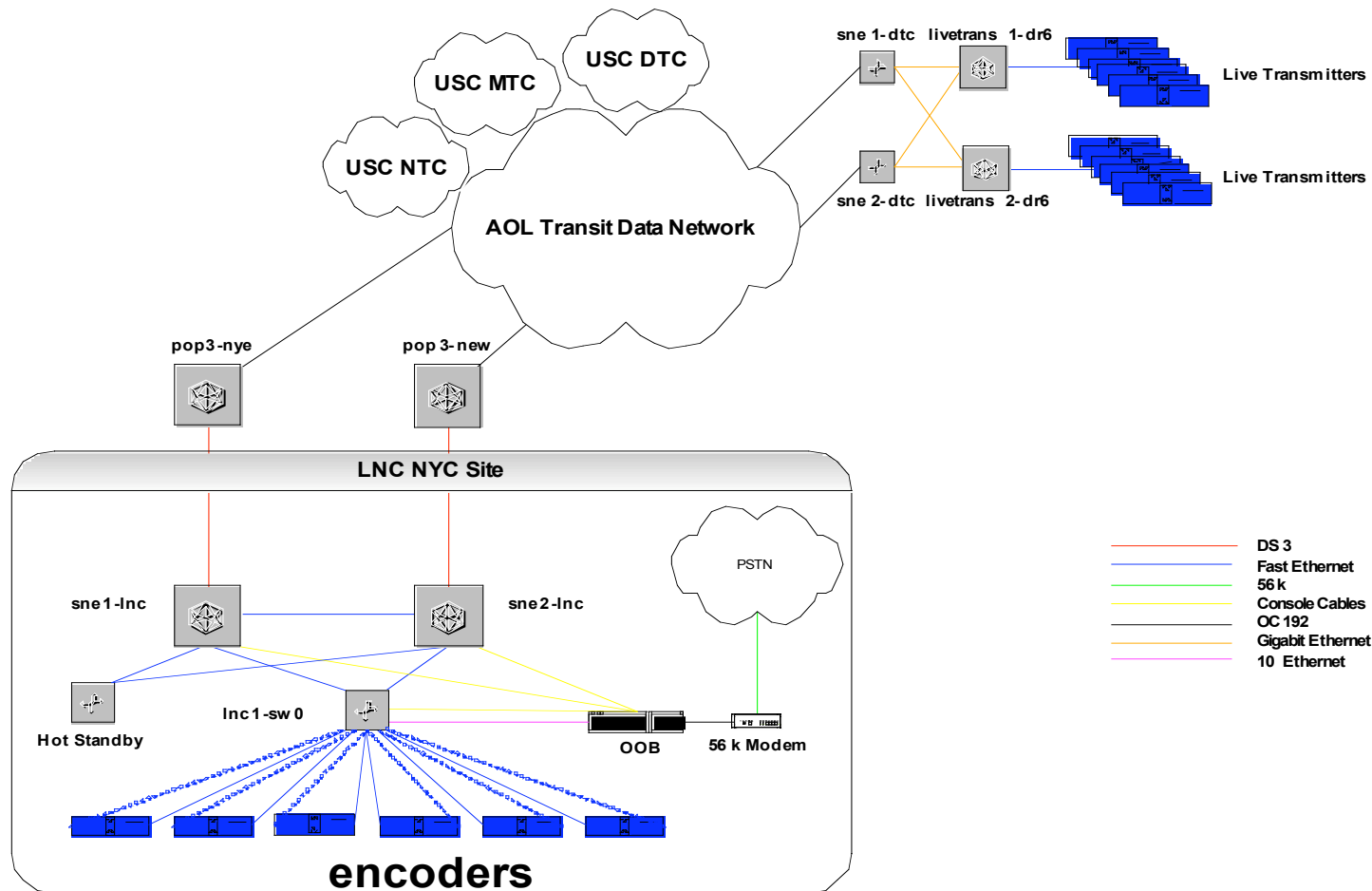


I lost my CD case. You know how I am when I lose my music. Sucked to be anything in view that night. -Jeremy Hartman

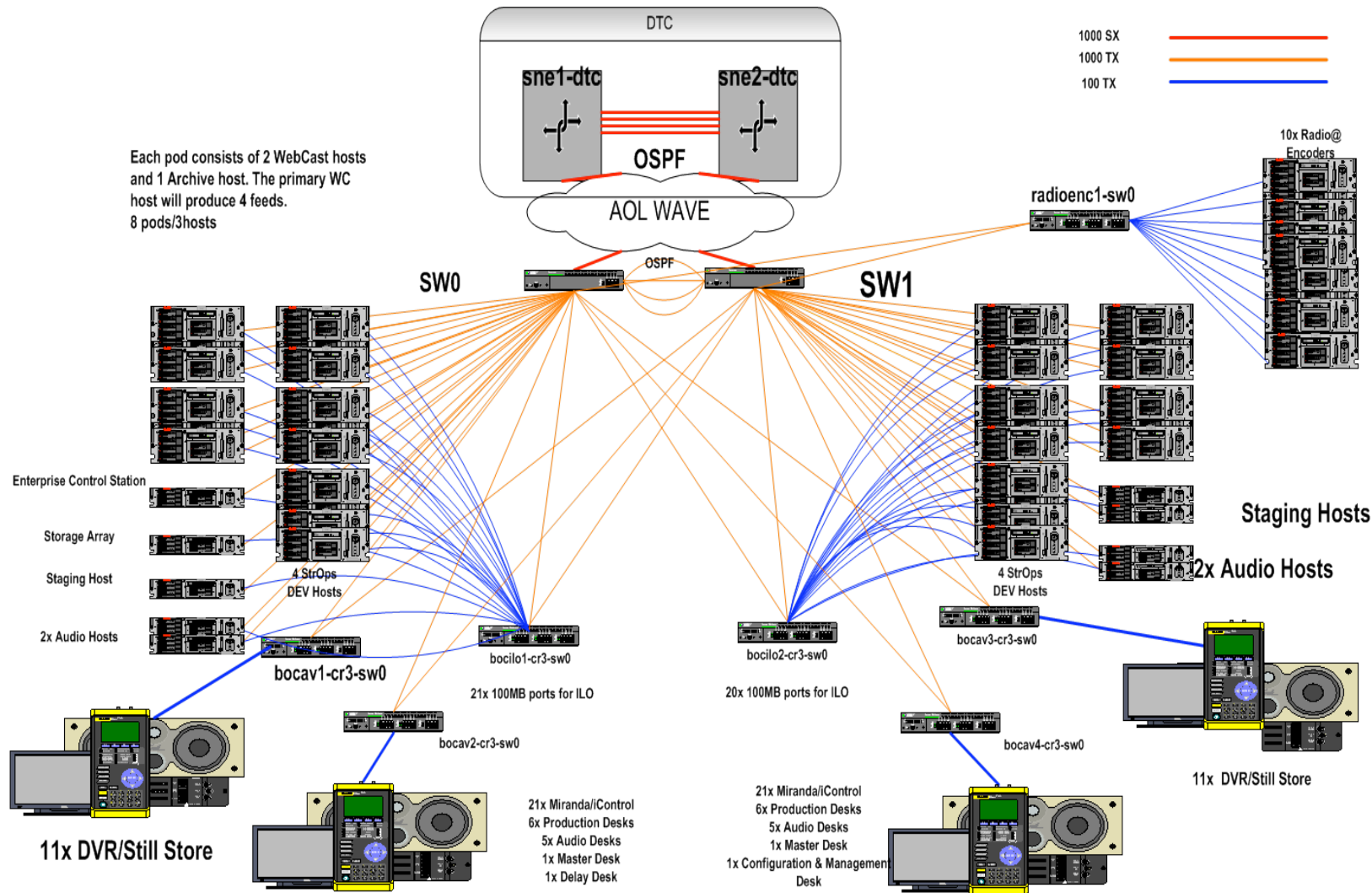
# Live Content

- Some live content is encoded in the BOC
- BOC sends content to Unified Storage Complexes
  - Multiple levels of reflection and splitting happens
- Partners (Large News Corp)
  - Each encoder at LNC transmits both a low and a high bit video feed to the live transmitters in DTC. From there the feeds are then forwarded to the transmitters in each data center. Then via multicast it is pushed to the edge. (see. USC NTC DTC MTC)

# Large News Network Live Streaming



# BOC



There comes a time in one's life, when you must take a risk, or live forever with your dreams. - Late Extreme Skier Trevor Petersen

# Questions

- Many thanks to Matt Schechtman, John Watson, James Tarry, Daniel Shames, Brenda Rapp, Pat Gunn, Mark Muehl, Teresa Dietrich-Gurney