

## Game Show Network: Huge Jump in User Traffic Handled by Juniper Networks DX Application Acceleration Platform

**Business:**

- Web site offering interactive games and game shows

**Problem**

- Launch of new games and forums caused huge increase in user traffic, necessitating costly infrastructure upgrade

**Solution:**

- DX™ 2200 application acceleration platform

**Key Benefits:**

- Reduced download times by 40%
- Cut bandwidth usage by more than 30%
- Eliminated need to buy new servers and load balancer

Game Show Network, a Web site that hosts online versions of games and game shows such as Love Connection, Weakest Link, and Russian Roulette, was facing a major increase in Web traffic as it planned to introduce new programs and interactive forums. The network's IT staff was under pressure to deliver new features and accommodate more users, but at the same time needed to get the most out of its existing network infrastructure and avoid runaway costs.

"We had an urgent need to scale our Web site to meet forecasted demand as new shows and forums were added," said Sabri Sansoy, Game Show Network's director of online and interactive technology. "We were expecting the launch to generate a 40-fold increase in traffic to the gameshownetwork.com site."

Anticipating this huge traffic spike, the company looked at a number of approaches to accelerating the site and reducing bandwidth usage. They chose the Juniper Networks DX application acceleration platform, citing its ability to handle increased site traffic while at the same time lowering bandwidth costs and page-download times.

"Under the crunch of significantly increased traffic," Sansoy said, "the DX 2200 reduced download times by 40 percent and cut our bandwidth usage by well over 30 percent. Without the Juniper Networks technology, we would have had to purchase at least three new servers and a new load balancer just to prevent our site from crashing."

Another key advantage of the DX 2200 platform, he added, was its Transmission Control Protocol (TCP) connection management capability. "The appliance served up more than 10,000 TCP connections while load-balancing just 20 to 50 TCP connections to and from our live servers. Incredible as it seems, we are now able to push over 40 megabytes of traffic out of two Apache servers. The DX 2200 doesn't just increase site capacity and performance: it actually saves us money."

The DX 2200 appliance offloads I/O and processor-intensive tasks from servers, performing data compression, TCP connection management, load balancing, response buffering, secure sockets layer (SSL) processing, and adaptive content processing of Hypertext Transfer Protocol (HTTP) traffic. By shielding Web and cache servers from incoming client connections, the DX 2200 platform also increases security and maximizes available server resources.

## About Game Show Network

Game Show Network offers a wide array of programming, including game show favorites from its diverse library and new synched-to-broadcast interactive game shows that let viewers become contestants in their own homes. Game Show Network is seen in 47 million homes, and more than 50,000 visitors per day participate in the 40 hours of interactive content available on the World Wide Web at <http://www.gameshownetwork.com>. Game Show Network is jointly owned and operated by Sony Pictures Entertainment and Liberty Media Corporation.



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