HOW REDD.TUBE GREW FROM
A FEW THOUSAND TO
SEVERAL MILLION USERS
AND LOWERED COSTS BY 10x

Case Study with **dd**

About **REDD.TUBE**

Redd.Tube is a video hosting platform that allows users to download, save, and search videos posted on Reddit.

The team at Redd.Tube prides themselves onp roviding a quality user experience to all who visit their site - **they take speed seriously.**

Content delivery speed impacts two foundational elements of their UX:

- Video delivery
- Website performance

Finally, the nature of the platform opens the Redd.Tube support team to a higher than normal volume of DMCA related emails.

The **Challenges**

Bandwidth Costs

Redd.Tube faced **unreasonably high pricing** for storage and video delivery. Bandwidth costs were manageable at only a few thousand users, but as the userbase grew, the costs nearly rocketed the company to bankruptcy.
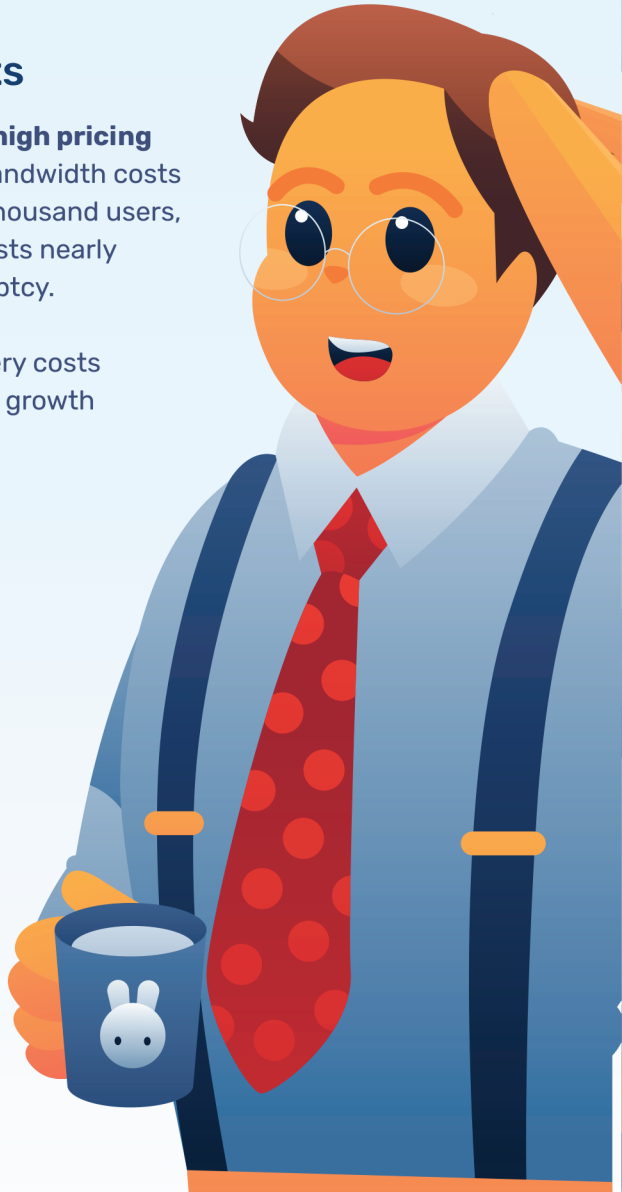
In short, video storage and delivery costs capped their short and long term growth potential.

DMCA Panel

Redd.Tube had a problem: their previous provider didn't have a DMCA claims panel. Since the platform let users freely save videos from Reddit, Redd.Tube needed a way to manage copyright claims.

They needed a provider who could reliably enable them to block copyrighted and offensive videos from being stored and served on their website.

The **Solution**

To help the Redd.Tube team overcome these roadblocks, we worked together to keep their **excellent delivery performance** and significantly **reduce** their **storage and bandwidth costs** at scale.

The first step for Redd.Tube was to migrate their **50 TB** content library, consisting of **20.000+** videos, to our Edge Storage platform using our API. After they completed migration, we helped their team set up two zones: one High Volume Tier zone for video delivery, and one Standard Tier zone for video thumbnails.

Next, we designed a custom CDN plan optimized for fast global video delivery and affordable pricing. We **reduced pricing 10x through economies of scale** compared to their old provider.

Finally, we used **Bunny Optimizer** to speed up their website with **Smart Image Optimization** and **WebP** compression for thumbnails, improving website speed and reducing bandwidth costs.

The **Results**

The end results of Redd.Tube's move to bunny.net were beyond imaginable. Their **delivery speeds remained supercharged** and stable while monthly **operating costs were lowered by 10x**

Bunny Optimizer **supercharged** their website and significantly improved their **user experience and satisfaction**.

To top it all off, our DMCA claim panel simplified their day-to-day operations and made the whole claims process seamless and easy to navigate.

DMCA Manager

Our DMCA panel eased their day-to-day operations and enabled faster responses to all claims.

Automated uploads

By utilizing bunny.net video upload API, all user videos were instantaneously added to the website.
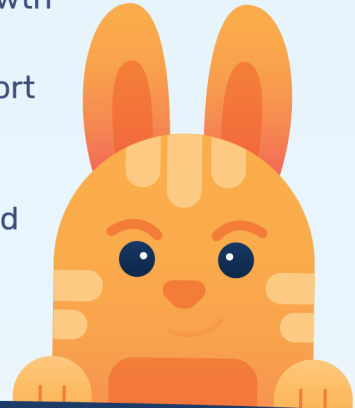
10x Lower Cost

Switching to bunny.net allowed Reddit Tube to offer the same experience at 10x lower cost.

The **Conclusion**

To sum it all up, the team at bunny.net delivered on our promise to help Redd.Tube overcome two major roadblocks caused by their previous content delivery setup: bandwidth costs and DCMA claims.

Such a significant reduction in bandwidth costs unlocked Redd.Tube's short and long-term growth potential. All the while, the new DCMA panel provided the infrastructure necessary to support sustainable userbase growth.

By partnering with bunny.net, Redd.Tube scaled from just a few thousand active users to well **over 6 million per month**.

Leandro
Head of Development

"I've been using bunny.net for over 2 years now, and I have to say that my site was able to grow fast thanks to them. With my previous CDN provider, the costs were to the sky, and I was unable to pay the bandwidth bills, but bunny.net allowed me to grow my site from a few thousand to several million users!"