



HOW VALNET SCALED 250% WHILE SAVING



Case Study with



About VALNET

With a varied portfolio including over 30 renowned brands like **Screen Rant**, **Game Rant**, and **How-to-Geek**, Valnet is one of the leading content investment firms.

This media giant serves content to users all over the world. Across their offerings, they receive more than **15 million daily website visits** and have an average of more than **30 million hours of watch time** per month.

In recent years, Valnet has expanded, acquiring additional verticals and building their own AdTech and monetization platforms.

Valnet came to bunny.net seeking a scalable solution that would integrate smoothly with their newly-developed video platform, and their experience exceeded expectations.



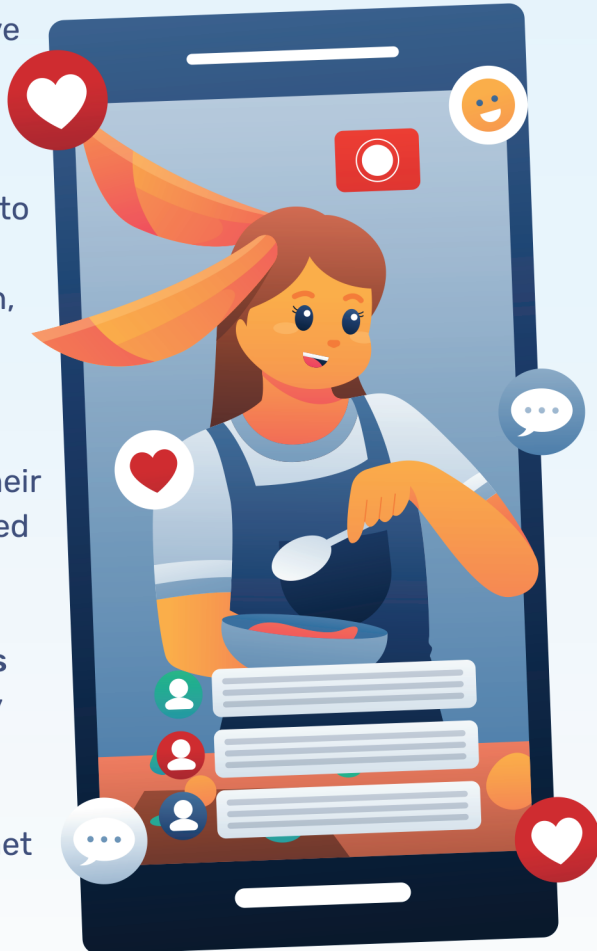
The Challenges

Valnet had plans to expand quickly, but a few obstacles prevented them from scaling. Valnet needed a well-rounded technical solution that would fit the unique delivery needs of each of their 30+ verticals.

Video content proved expensive to distribute. Valnet's bandwidth needs were high, surpassing **5,000 terabytes per month**. Their options were to build a new CDN from scratch, which would delay their growth, or to find a CDN provider. They chose the latter.

Since Valnet was developing their own video platform, they needed a solution that could integrate quickly, at a competitive rate. They also needed **quick access to data usage metrics**, so they could chart their expansion.

After a bit of research, bunny.net was an obvious choice.



The Solution

Valnet immediately realized that bunny.net could give them the independence they needed to scale. We agreed, so we devised a first-class tech stack that met their needs.

BunnyCDN integrated seamlessly with Valnet's new video player, with Bunny Stream acting as a backup to maximize uptime. It also supported every type of content they served right from the dashboard.

Reducing the costs of video delivery was a necessity for Valnet, so we devised a two-tier pricing model that made sense for their business.

Additionally, our dashboard's analytics made it easy to track bandwidth usage - without calling a representative.

Finally, as usual, our Super Bunnies stood by to support Valnet any time.



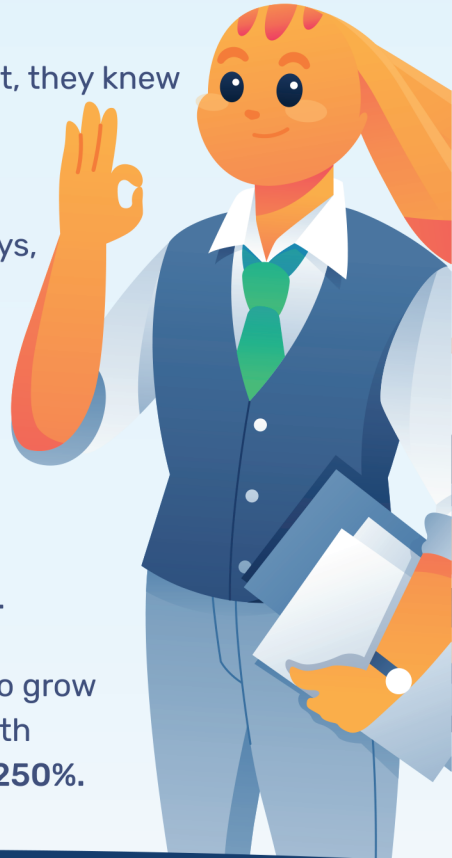
The Results

From the moment Valnet found bunny.net, they knew we were the solution. They made us a key part of their growth strategy.

Migrating to bunny.net took just a few days, which in turn cut four months from their original deployment schedule.

After the switch, Valnet saw an immediate return on investment. Not only did they hit the ground running with a speedy deployment, but they paid a fraction of the price of comparable CDNs.

Switching to bunny.net freed a giant up to grow even further. Valnet continued their growth plan and **increased distribution by over 250%**.



Fast Migration

The transition to bunny.net took only a few days. By comparison, switching to their last provider took almost 5 months.



Curated Delivery

Bunny helped Valnet configure their content delivery between our Volume and Standard Networks, reducing delivery costs per TB.






Immediate Savings

Valnet saw a return on investment as soon as they switched, according to their internal metrics.

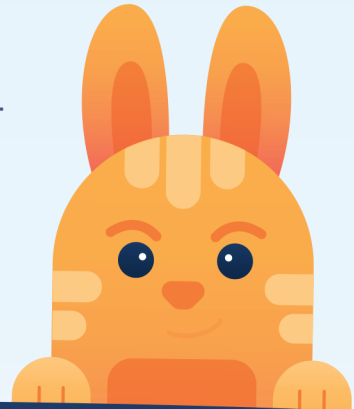
The Conclusion

While Valnet's growth might have otherwise been stalled by a lengthy migration, or limited by high bandwidth costs, bunny.net became the key to expansion.

After switching to bunny.net, the change was clear. Valnet:

-  Sped up video and image delivery
-  Saved money. Right away.
-  More than doubled monthly content distribution.

While our delivery speeds and pricing caught Valnet's attention, our platform's ease of use and no-hassle integration really won them over. Bunny didn't just make expansion possible. We made it simple.



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Ji Kim

Director of Marketing, Valnet

"With our last provider, expansion wasn't feasible. Switching to bunny.net brought our ROI calculations to the levels we were looking for. We started seeing ROI as soon as we switched over, and the transition was very, very quick."