

# HOW NSB RADIO IMPROVED PERFORMANCE AND SAVED ON COSTS



Case Study with



NSB Radio

# About NSB Radio

In 2004, **NSB Radio** was founded and quickly grew to be one of the world's biggest “live DJ” internet radio stations. NSB Radio pioneered a format that connects DJs from studios and bedrooms around the globe, broadcasting to a global audience.

The station made **170,000 hours** of archived shows available, had **25,000+ forum members**, and won major awards like the *British Broadcasting Corporation's People's Choice* awards, *Breakspoll* awards, and smaller hosting and broadcasting from events all over the World: from the *Glade Festival* in England, to entertaining parties at *DefCon* in Vegas.





# The Challenges

At first, NSB Radio built **their own CDN** using a handful of global POPs: London, USA, Germany and Asia. Hosting so much data **requires significant storage**. Streaming live audio in real time, with low latency, requires **significant infrastructure investment and maintenance**.

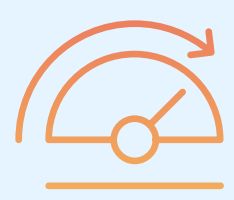
For a non profit community, running all this in-house was **no easy task**. As the dynamics of the internet changed over the years, this model became increasingly problematic. NSB started to hear complaints about buffering and slow transfer speeds.

As internet streaming quality progressed and audience consumption moved from streaming audio to streaming video, the latency and bandwidth needs grew exponentially, **further compounding the issues**.



# The Solution

Moving their storage, shoutcast, and live streaming infrastructure over to bunny.net allowed NSB Radio to **significantly reduce infrastructure costs** and **effort overheads**, while also **increasing reliability, user experience** and overall **brand reputation**.



## Revenue model

Running their own mini CDN using commodity dedicated servers in different locations represented a huge cost burden. And for a non-profit that survived on donations from listeners, this was **unsustainable**. The cost to operate this model was too expensive, and resulted in outages happening during the most inopportune times, even on volunteer techies holidays!



## Bandwidth Costs

With traffic requirements exceeding standard services, but too little income stream to consider enterprise pricing, NSB Radio were relying on costly, high-traffic unmetered dedicated servers, which invariably over-subscribed bandwidth.

NSB founders were regularly paying out of pocket, as donations couldn't cover the operating costs.



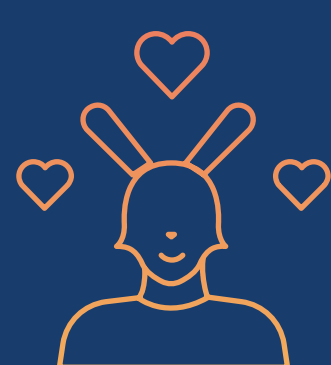


# The Results

To help NSB Radio solve their challenges, we worked together to find a solution that would offer **excellent performance within the budget**.

Utilizing bunny.net storage, and **bunny.net CDN for high cache HIT**, NSB Radio was able to offer **ultra low latency, high performance** reliability around the globe with just a few mouse clicks on the bunny.net panel.

**Moving the infrastructure over was so easy** that NSB Radio's co-founder and CTO, Simon Newton, was wildly impressed. Simon was so impressed with the technologies, solutions, and price points of bunny.net that he decided not only to move all of the NSB radio traffic over to bunny.net, but quit his senior role at Akamai CDN to come and lead the team at bunny.net instead!



## Increased Reliability

By distributing the content via Bunny CDN it helped prevent any outages and deliver high performance & reliability around the globe.



## Better Performance

By utilizing bunny.net CDN for high cache HIT rate the global latency decreased dramatically for listeners all around the world.



## Lower Costs

By switching to bunny.net NSBRadio was able to find a pricing model that best fit their needs that also reduces the operating costs by **over 50%**.



# The Conclusion

NSB Radio was limited by their low budget and the move to bunny.net was **an enormous success!**

Thanks to bunny.net, NSB radio was able to cost effectively scale with ease in order to deliver more traffic to a larger audience, NSB were also able to offer their listeners new video options, while using more modern technologies such as rate-adaptive streaming.

NSB Radio ran and entertained people for over 18 years, until the co-founders wound the project down in October 2022 due to other commitments in their lives.

Its memorial page can be found at [www.nsbradio.co.uk](http://www.nsbradio.co.uk).



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**Simon Newton**  
Co-Founder

*“Working with Bunny has been a breath of fresh air. All the way through initial exploration to implementation, the Bunny team have been helpful, knowledgeable and responsive. The service has exceeded our expectations every step of the way.”*