



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



About **REDDIT.TUBE**

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

The team at Reddit Tube prides themselves on providing a quality user experience to all who visit their site - **they take speed seriously.**

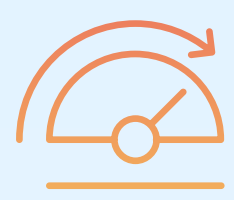
Content delivery speed impacts two foundational elements of their UX:

-  Video delivery
-  Website performance

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



The Challenges



Bandwidth Costs

The primary challenge faced by Reddit.Tube was unreasonably high pricing for storage and video delivery. Bandwidth costs were manageable with only a few thousand users. Yet at exponential growth, such costs almost ran the company to near bankruptcy. In short, video storage and delivery costs placed a cap on their short and long-term growth potential.



DMCA Panel

Reddit.Tube faced a complete lack of DMCA claims panel with their previous provider. Since their website allows users to freely download and save videos directly from Reddit, copyright claims are a fact of reality. To tackle this issue, Reddit.Tube needed a provider with a solution that would reliably allow them to block copyrighted and offensive videos from being stored and served on their website.



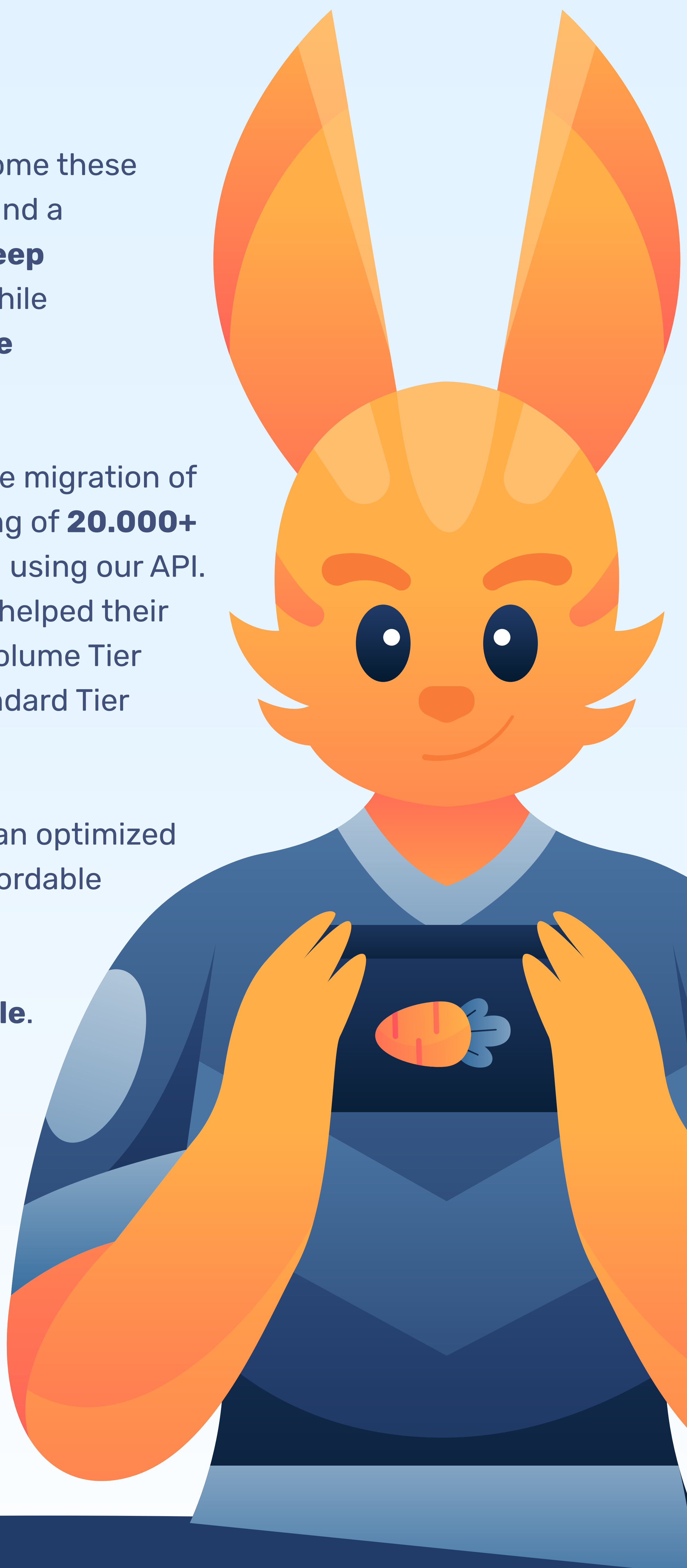
The Solution

To help the Reddit Tube team overcome these roadblocks; we worked together to find a solution that would allow them **to keep excellent delivery performance** while significantly **reducing their storage and bandwidth costs** at scale.

The first step for Reddit.Tube was the migration of 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. Compared to their previous provider, we offered **10x reduced pricing through economies of scale**.

Finally, they used **Bunny Optimizer** to speed up their website by using **Smart Image Optimization** and **WebP** compression for video thumbnails. On top of better website speed, this also reduced website's bandwidth.

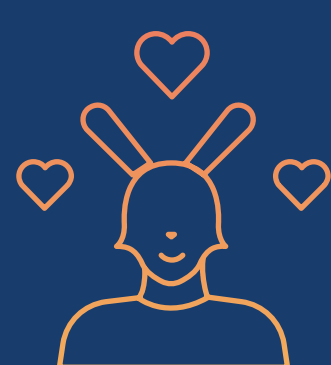


The Results

The end results of Reddit 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 ensured their **website was supercharged**, while their **user experience and satisfaction improved significantly**.

And 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 was able to deliver on our promise to help Reddit Tube overcome the two significant roadblocks caused by their previous content delivery setup – bandwidth costs and DCMA claims.

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

By partnering with bunny.net, Reddit Tube was successfully able to scale from thousands of 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 millions of users!"

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