

Comcast Gives Everyone a Fair Share of Bandwidth



How Comcast maximized QoE with precise congestion management

We all know the story: traffic volumes are exploding, largely driven by over-the-top video services. As one of the world's largest internet providers, and operating in a market with mature video services, Comcast faces this challenge more than most.

When Comcast needed to protect subscriber quality of experience (QoE) while delivering ever-increasing amounts of traffic, they turned to Sandvine's congestion management solution.

Congestion Management

Comcast relied on Sandvine as part of a subscriber-aware, protocol-agnostic congestion management solution (detailed in RFC 6057).

The approach, which we call Fairshare Traffic Management, addresses network congestion only when and where it appears, protecting the quality of experience for the maximum number of subscribers.

Network Neutral

Comcast operates under the ever-shifting environment of Network Neutrality within the United States, so any potential solutions must adhere to certain guidelines in order to be accepted into the network.

Because this approach is protocol agnostic, it is a clear example of reasonable, non-discriminatory network management.

Getting Technical

The congestion management server uses SNMP to measure CMTS port utilization and to detect when a port is becoming congested.

When this happens, the congestion management server queries the IPDR data for a list of cable modems meeting specific criteria, to determine where the congestion management can be applied most fairly and effectively.

About Comcast

Comcast is the largest home Internet provider in the United States. By revenue, Comcast is the world's largest broadcasting and cable company.

Through organic growth and acquisitions, Comcast has grown to serve more than 23 million Internet subscribers throughout most of the United States.



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