

CYA Inc. INNOVATION HIGHLIGHT



COMPANY OVERVIEW


CYA Inc. is a Toronto-based company whose focus is creating communal experiences around content consumption for a modern digitized world. Their mission is to make virtual interaction seamless. CYA's platform, "CYA Live", is the world's first interactive, multi-way live events platform for virtual engagement with large audiences. CYA Live facilitates a multifaceted viewing experience by letting audiences interact with live content, other users, and celebrities through video, audio, and text, and use social media – all in full synchronicity.


LOCATION: TORONTO, ON

TECHNOLOGY



Data Centre and Cloud

 Jessica Dong, Marketing
info@cya.live
cya.live

 Rick Penwarden, Sr. Manager, Marketing
rick.penwarden@cengn.ca
cengn.ca/projects

ADAPTING TO THE MODERN ENTERTAINMENT INDUSTRY

Movie theatre attendance has been falling prior to the pandemic. The Hollywood Reporter estimates that we hit a 27-year low in North America in 2017. According to a 2019 US survey, only 14% of people were found to go to movie theatres once or more a month (Statista 2021). CYA Live offers an interactive experience catered towards the new way we consume content. Their technology is not just a better version of past technologies; it's enabling. It makes real-time interaction possible for large groups and broadcast scenarios. CYA Live unlocks untapped markets and presents a solution for the entertainment industry to engage Gen-Z customers.

AN INTERACTIVE STREAMING PLATFORM

CYA Live delivers high production value for virtual and hybrid events. Real-time interaction has largely been limited to face-to-face video interaction within small groups. CYA Live offers an interactive streaming platform that allows real-time communication for small and large groups alike. CYA Live's technology has been tested in the entertainment industry with movie parties, concerts, and celebrity meet and greets. CYA Live's customers include major Hollywood studios and renowned sports organizations from around the world.

TESTING STREAM CAPACITY AND LATENCY

CYA was successfully able to scale test the stability and performance of their content delivery network (CDN). Their goal was to run a project at CENG N and stress test the number of users that they can sustain during a large event. They were successfully able to support over 10k concurrent users. The CDN stability was also good for multiple 4-hour events. Furthermore, CYA's CDN was able to maintain the latency under the required threshold for the duration of the tests.

**"Thanks to
CENG N's testbed,
our team
successfully
tested the
robustness of
CYA's CDN and
connection rate
under heavy
loads, allowing
prolonged
events to be held
seamlessly on
our platform."**

Sami Siddique

Chief Executive Officer and
Founder, CYA Inc.

