Notified Load Testing
Virtual Events & Studio Webcasting

Updated December 2021

Platform Scalability

Notified is committed to providing engaging, compelling experiences that can scale to a high volume of concurrent users. As part of this commitment, our load testing regimen is done throughout the year.

Annually, we conduct a high-level volume test on the platform that ensures our ability to accommodate over 200,000 concurrent users across the platform. In addition, we perform periodic load tests focused on specific platform functionality.

⊘ Recent Examples Include Load Tests For:

- Registrations
- Platform logins
- Video Webcast views
- Event notifications
- Document downloads
- Video Portals
- APIs

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Methodology

Load testing is much more than simulating a high volume of viewers, because our platform provides a wide range of interaction for users of Notified Studio Webcasts and Virtual Events. In order for the results of a load test to be valuable, we simulate real-world conditions and a variety of different interactions. The simulated user load is distributed globally to better represent a live event audience, and every load test includes human viewers to observe and verify platform responsiveness.

A Notified load test includes: Notified Studio Video Webcasts at various bitrates up to 1080p, large volumes of concurrent viewers in a single Webcast, rapid login activity, test chat bots, in-event announcements, booth visits, badge rewards, surveys and exit action from a webcast. These represent the frequently used functions that place the greatest demand on a platform.

Notified's criteria for deeming a load test successful includes the following:

- Standalone Notified Studio Webcasts must achieve a minimum of 250 logins per second.

- Virtual Events & Video Portals must achieve a minimum of 150 logins per second.

- The registration system must process a minimum of 250 registrants per second.

- Average response time for a page load must be less than 2.5 seconds.

- Group chats must be able to sustain a minimum of 20 chats per minute, distributed to all participants upon entry.

- Notified's Virtual Events and Studio Webcasts must support up to a minimum of 200,000 concurrent participants across the platform.

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Technology

Notified uses the NeoLoad load testing tool, which supports the WebRTC and WebSockets connectivity required for testing Notified Studio. Amazon Web Services load generators simulate globally-dispersed virtual users, and the load generators are integrated with NeoLoad.

Platform scalability is made possible by delivering content through Akamai and Azure content delivery networks.

Attendee Viewing Access

To simulate a globally dispersed audience, load generators create multiple virtual users in the following regions:

- USA – Full region coverage
- Canada – Toronto, Montreal
- Mexico – Mexico City
- Europe – United Kingdom, France, Germany, Italy, Netherlands
- Asia-Pacific – Taiwan, India, South Korea, Singapore, Australia
- South America – Brazil

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Results

Our most recent bi-annual load test was conducted in December 2021. We successfully confirmed the platform's ability to service 225,000 concurrent users.

Scenario 1

- 225,000 concurrent users in a single Notified Studio Video Webcast.

- 250 user logins per second or 15,000 per minute. Burst rate upwards 350 logins per second can be supported.

- **Results:** Less than 1 second average platform response time.

Scenario 2

- 225,000 concurrent users spread across multiple Notified Studio Video Webcasts, Virtual Events, and Video Portals

- 150 user logins per second or 9,000 per minute averaged across the products.

- **Results:** 1 second average platform response time.

Additional Results

- Awarded over 75,000 achievement badges
- Tracked over 253,000 sponsor/virtual space visits
- Selected over 17,000 documents and links
- Generated and distributed over 168,000 announcements
- Over 53,000 of the attendees responded to the exit action survey

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About Us

Notified, formerly Intrado, is an innovative, cloud-based, global technology partner to clients around the world. Notified Digital Media connects people and organizations at the right time and in the right ways, making those mission-critical communications more relevant, engaging, and actionable.

Our suite of solutions advance how companies engage with employees, customers, investors, and the media with the world's only end-to-end communications workflow that allows users to listen, create, connect, deliver, amplify and measure.

Notified Studio is the leading webcasting and streaming platform delivering over 60,000 events annually helping organizations communicate effectively with their employees, customers, investors and the media.

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