



Orange and Synamedia join forces to expand multi-CDN reach at IBC 2025

Paris and London, 10 September — [Orange](#) and [Synamedia](#) today announced a new partnership and will unveil an innovative solution at IBC 2025. This is a first-of-its-kind collaboration between a telco CDN (content delivery network) and a multi-CDN platform switching provider. The partnership will showcase how international content providers can adopt a flexible, scalable, multi-CDN strategy. This will allow them to seamlessly integrate several CDN providers, enabling providers to expand their coverage and reach new markets.

By integrating Orange's CDN with Synamedia's [Quortex Switch](#) multi-CDN platform, customers benefit from broader reach - especially in the Middle East and Africa region, where Orange has an extensive footprint. Launched in March 2025, Quortex Switch's API-based integration and advanced configuration capabilities offer unparalleled flexibility, enabling customers to expand distribution without altering existing infrastructure or disrupting current CDN partnerships. It allows them to streamline delivery based on quality of experience metrics and allows users to segment viewers based on their geo-location.

Based on the latest industry standards, the Quortex Switch SaaS-based tool simplifies the design of multi-CDN systems while supporting low latency streaming at high quality and disaster recovery as required. It uses traffic balancing and intelligent content delivery to dynamically route end-users to the best content sources and enables mid-stream switching across multiple CDNs for uninterrupted viewing experiences.

Middle East and Africa: A Market Differentiator

Africa's streaming market is projected to grow by 50 percent by 2030. Orange operates one of the most extensive and trusted CDN footprints in the Middle East and Africa, enabling international content providers to scale securely, cost-effectively, and in full compliance with local regulations. This infrastructure gives them a clear advantage in reaching high-growth, underserved markets across the region. The partnership also aligns with Orange's strategic vision to support the growing demand for content across Middle East and Africa and foster new collaborative opportunities within the CDN ecosystem.

Cédric Hardouin, Vice President of CDN and Edge at Orange Wholesale, said, “ *This alliance showcases how any CDN customer can now easily benefit from Orange’s strengths in CDN, particularly across Middle East and Africa, by taking advantage of this partnership to create an eco-system with Synamedia’s Multi-CDN management system. Orange’s CDN stands out for its ability to extend content providers’ reach while ensuring optimal quality of service. It offers a powerful way to scale global content delivery, backed by a trusted European partner.*”

Ed Allfrey, General Manager of Video Network, Synamedia commented, “ *This is our first partnership with a telecom-grade CDN provider, and it breaks new ground by extending the reach of reliable, scalable CDNs to emerging markets thanks to Orange’s CDN proof of performance in the Middle East and Africa. Orange has demonstrated the importance of its services’ low latency, compliance and privacy and now it has another string to its bow with seamless CDN switching.*”

Join Synamedia at IBC 2025 (Hall 1, B49) to experience firsthand how the combination of Orange’s expertise and Synamedia’s multi-CDN technology result in a powerful, enriched content delivery strategy.

About Orange

Orange is one of the world’s leading telecommunications operators with revenues of 40.3 billion euros in 2024 and 124,600 employees worldwide at 30 June 2025, including 68,700 employees in France. The Group has a total customer base of 300 million customers worldwide at 30 June 2025, including 262 million mobile customers and 22 million fixed broadband customers. These figures account for the deconsolidation of certain activities in Spain following the creation of MASORANGE. The Group is present in 26 countries (including non-consolidated countries).

Orange is also a leading provider of global IT and telecommunication services to multinational companies under the brand Orange Business. In February 2023, the Group presented its strategic plan "Lead the Future", built on a new business model and guided by responsibility and efficiency. "Lead the Future" capitalizes on network excellence to reinforce Orange's leadership in service quality. Orange is listed on Euronext Paris (symbol ORA). For more information on the internet and on your mobile: www.orange.com, www.orange-business.com and the Orange News app or to follow us on X: @orangegrouppr.

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About Synamedia

We’re trusted by service providers and content owners to deliver, enrich, and protect video and manage broadband services. The flexibility and agility of our cloud and SaaS products enable customers of all types and sizes to launch, monetise, and scale services at speed. Our award-winning portfolio includes advanced advertising, business analytics, broadband and streaming video platforms, anti-piracy solutions, and video network solutions for processing, distribution, and delivery. Synamedia is backed by the [Permira](#) funds.

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