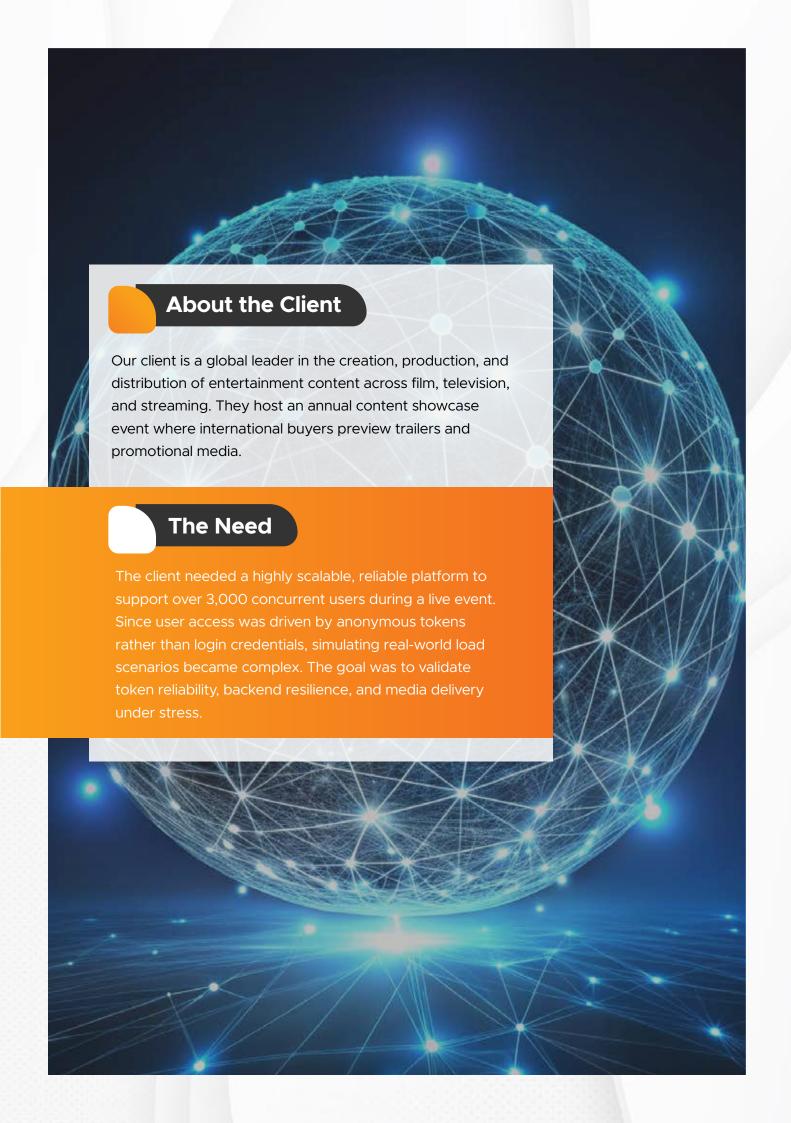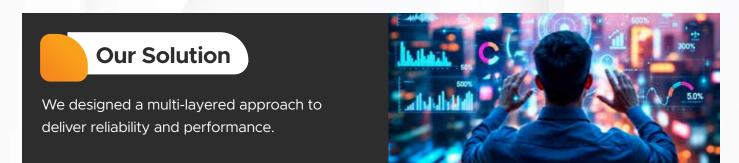A Netsmartz Company

QAsmartz
QA delivered as promised.

A Leading Entertainment Group Achieve Zero Downtime for 3,000+ Concurrent Users with Robust Performance Testing

Discover how we enabled a major entertainment client to deliver a seamless content preview experience by implementing a seamless performance testing strategy.

About the Client

Our client is a global leader in the creation, production, and distribution of entertainment content across film, television, and streaming. They host an annual content showcase event where international buyers preview trailers and promotional media.

The Need

The client needed a highly scalable, reliable platform to support over 3,000 concurrent users during a live event. Since user access was driven by anonymous tokens rather than login credentials, simulating real-world load scenarios became complex. The goal was to validate token reliability, backend resilience, and media delivery under stress.

Our Solution

We designed a multi-layered approach to deliver reliability and performance.

Tech Stack

Dynamic Token Handling

We programmatically captured anonymous access tokens from the authentication API and passed them securely on endpoint calls. This allowed us to accurately replicate real-world session behavior and validate token reliability across user interactions.
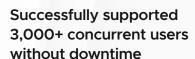
Realistic Load Simulation

Leveraging Apache JMeter integrated with BlazeMeter, we simulated traffic from over 3,000 concurrent users. The test scenarios were designed to mirror buyer behavior from various geographies, ensuring the platform could handle diverse, high-load usage patterns.

Backend & CDN Optimization Insights

Our performance reports uncovered backend response bottlenecks and provided actionable insights to improve CDN caching strategies. These optimizations helped maintain fast, uninterrupted media delivery during peak usage hours.

Outcomes Achieved

Successfully supported 3,000+ concurrent users without downtime

Reliable session handling with validated token-based access

20% improvement in backend response times

Delivered a smooth, uninterrupted viewing experience during the live event

Faster content delivery through optimized CDN caching

Why QASmartz

25+ Years of Expertise in Automation & QA Testing

24x7 Global Testing Power

Comprehensive Application Testing

Effortless API Testing

In-House SaaS Expertise

Affordable QA Services

About QASmartz

QASmartz is a trusted **QA and automation testing partner** for businesses worldwide. With over **25 years of industry expertise,** the company has successfully tested **2000+ products** across various domains. QASmartz operates with a **dedicated team of over 100 expert resources** in its QA Lab, strategically positioned across **10 global locations.**

From **seamless integration during every sprint to early bug detection for improved code quality,** QASmartz ensures c**omprehensive testing coverage and robust performance**. Leveraging **AI-driven tools,** the company enhances testing accuracy and efficiency, helping businesses accelerate release cycles and maintain high software reliability.

2000+
Products
Tested Worldwide

100+
Expert Resources
in Our Dedicated
QA Lab

25+
Years of
Industry Experience

10+
Global
Locations

NORTH AMERICA
Rochester, NY, Vancouver,
Mississauga

EUROPE
Oslo

ASIA
Singapore, Dubai, Chandigarh,
Mohali, Noida, Gurugram,
Pune

AUSTRALIA
Melbourne
Sydney

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