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## HARNESS THE FULL POWER OF THE INTERNET WITH THE RIGHT CDN FOR VIDEO

The right CDN partner can help you meet the digital requirements of today and tomorrow.



### CORE REQUIREMENTS FOR THE RIGHT CDN:

|  |   |  |   |
|--|---|--|---|
|  | Highly Distributed Video Network Architecture |  | Cutting-edge Software Delivery Services               |
|  | Sophisticated Web Security Capabilities       |  | Self-serviceable Tools to Support your Agile Business |

Today's Internet connects over 3.3 billion people, creating a perfect storm of epic proportions... Choosing the right CDN for today and tomorrow is more important than ever.

| Buyer Needs  | CDN Requirements  | Evolving Trends  |
|--|---|--|
| I want to deliver my web video... fast!  | <ul style="list-style-type: none"> <li>Scale on demand to support the increased video capacity requirements of the growing availability of HD devices</li> <li>Have servers within the mobile networks themselves, further reducing stream latency to the mobile cellular user</li> <li>Implement predictive prefetching of cached content to improve the end-user video experience, particularly over slower cellular connections</li> <li>Support more efficient protocols and video formats, such as UDP/UHD, Live HD, and 4K, to improve the Quality of Service (QoS) and reduce buffering</li> </ul> | <ul style="list-style-type: none"> <li>video will account for 80% of all consumer Internet traffic<sup>1</sup></li> </ul>      |
| I want to simplify my media-delivery workflow.                                 | <ul style="list-style-type: none"> <li>Be flexible and integrate seamlessly with other media services</li> <li>Automate the packaging and storage of all media files that result from variables such as form factors, screen resolutions, formats, codecs, and protocols</li> <li>Support new business requirements such as close-captioning, DRM, and ad integration without complicating existing workflows</li> </ul>  | <ul style="list-style-type: none"> <li>70% of streaming quality issues are attributed to pre-delivery errors</li> </ul>        |
| I need to support my online live event ... no matter how many viewers tune in. | <ul style="list-style-type: none"> <li>Scale on demand to support the increased capacity requirements of the growing availability of OTT video streaming and HD devices</li> <li>Provide delivery protocols that enable quality at scale and pre-positioning capabilities that deliver quality, even when a network can't</li> </ul>  | <ul style="list-style-type: none"> <li>Live events drive ~10X more user engagement than on-demand video<sup>2</sup></li> </ul> |
| I want the controls to manage my online business operations.                   | <ul style="list-style-type: none"> <li>Facilitate agility by providing self-serviceable controls and data feeds that integrate directly into your DevOps workflow</li> <li>Handle the latest media interactions and digital requirements</li> <li>Provide visibility into real-time user analytics, performance, and security metrics across your organization's entire content network infrastructure</li> </ul>   | <ul style="list-style-type: none"> <li>Agility to support trends such as wearable tech, OTT, and online games</li> </ul>       |
| I need to protect my online assets from cyber threats.                         | <ul style="list-style-type: none"> <li>Provide always-on, scalable protection against even the largest DDoS attacks</li> <li>Have actionable cloud-security intelligence to help block unwanted traffic before it hits your site</li> <li>Provide scalable WAF protection that can handle peak traffic while still delivering a rich and responsive end-user experience</li> </ul>  | <ul style="list-style-type: none"> <li>\$15 million lost due to DDoS and web-based attacks to U.S. organizations</li> </ul>    |

To download the full Choosing the Right CDN for an Evolving Internet resource guide, visit [www.akamai.com/theRightCDNwp](http://www.akamai.com/theRightCDNwp)

#### Source

- [http://www.cisco.com/c/en/us/solutions/collateral/service-provider/ip-ngn-ip-next-generation-network/white\\_paper\\_c11-481360.html](http://www.cisco.com/c/en/us/solutions/collateral/service-provider/ip-ngn-ip-next-generation-network/white_paper_c11-481360.html)
- <http://httparchive.org/trends.php?s=All&minlabel=Nov+15+2012&maxlabel=Nov+15+2015#bytesHtml&reqHtml>

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#### About GlobalDots

GlobalDots is the largest, independent cloud and performance optimization integration partner, worldwide. With more than 15 years in acceleration business, our trained personnel can help you achieve your goals: performance optimization, ROI boost and cost reduction.

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