Akamai helped Chinatimes.com support a 143% increase of unique site visitors in a single day

> " As Chinatimes.com targets to deliver real-time news and videos to all Chinese communities worldwide, we need to provide high-quality service with consistent page delivery at all times, especially when important news breaks, causing a surge in traffic to the website. As the global leader in Content Delivery Network (CDN) services, Akamai enabled Chinatimes.com to expand our readership to all corners of the world and helped us enter Alexa's Top 300 list of websites in the space of a year. No other solution could have been as effective as Akamai's. With Akamai, we can focus on publishing news online without worrying about building infrastructure or solving technical problems.
>
> **— George Liu,** Editor in Chief, Chinatimes.com

The Situation

Published by one of the leading media groups in Taiwan – Want Want China Times Media Group, Chinatimes.com is one of the most popular and influential online news outlets in Taiwan, with the top-tier print media including China Times, Commercial Times, Want Daily, China Times Weekly, Want Weekly, Girls, CTI, and CTV falling under their purview.

Founded in 1995, Chinatimes.com aims to be the leading online media portal, bringing news to all Chinese communities around the world. Covering both domestic and international news, Chinatimes.com is viewed as the news authority for its approach to news stories, quick updates to a developing story, and thorough analysis. According to the Top 100 Popular Websites Ranking by Business Next in 2015, Chinatimes.com was voted as the fifth most popular website in Taiwan and was the only online media house included in the list.

The Challenge

While widely read by Taiwanese readers, Chinatimes.com also wanted to become the go-to online news platform for global Chinese readers. Varying Internet connection speeds was the main barrier preventing Chinatimes.com from reaching its goal. When the web page took too long to load, readers often lost interest and moved away from the website. To cope with this challenge, Chinatimes.com identified Akamai Web Performance Solutions to enhance the online experience and ensure consistent quality global content delivery.

The Goals

- **Enhance user experience –** Chinatimes.com wanted to provide the best possible online reader experience, including high-quality web performance, stable content delivery, and the shortest page load time.

- **Increase reader base –** Instead of limiting itself to Taiwanese readers on the web, Chinatimes.com aimed to reach Chinese communities and website readers around the world.

Major Results

- Supported a record 17 million page views in one day after reporting a breaking news incident in Taiwan, translating to a 143% growth (compared with the average 7 million daily visitors)

- 130% growth of daily website visitors overall

- Improved website page load speed by 50%, from 6 seconds to 3 seconds

COMPANY

Chinatimes.com
Taiwan
http://www.chinatimes.com/

INDUSTRY

Media & Entertainment

SOLUTIONS

- Akamai Web Performance Solutions

KEY IMPACTS

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ChinaTimes.com

Reason for Selection

Handling breaking news with ease

Chinatimes.com found that Akamai content delivery and optimization solutions outperformed its competitors' products in terms of web performance, stability, and compatibility after rounds of trials and enabled the online news outlet to support any major news incident. "The most significant benefit after adopting Akamai Web Performance Solutions is that Chinatimes.com now has the ability to cope with the surge in traffic during any important breaking news event," said Liu.

The 2014 Taiwan election was covered extensively by the newsroom at Chinatimes.com, with the reporters publishing text and video reports as the news broke in real time. Chinatimes.com integrated content from television and newspaper to the website, bringing the latest news from the election to its global readers while maintaining stable page load speed. On that day, Chinatimes.com saw a total of 17 million unique site visitors, a 143% growth from an average seven million unique visitors daily. "We could see 160,000 domestic and international readers viewing Chinatimes.com at the same time on the day of [the] Taiwan Election. With Akamai, Chinatimes.com was able to support the enormous surge in web traffic without any delay. This is the true value of Akamai's CDN service," said Liu.

Accelerating and Enhancing Web Performance

As soon as Chinatimes.com implemented Akamai Web Performance Solutions, its website showed surprising improvement in page load time. Before Chinatimes.com adopted Akamai's optimization solutions, overseas readers usually needed to wait six to seven seconds for the content to be fully delivered. Now, no matter where the readers are, the web page load completes within two to three seconds, which translates into a 50% page-load improvement. The enhanced web systems also resulted in a 130% increase of daily online visitors. "Readers now prefer to consume news through rich online content such as videos or animation, rather than through plain text. With Akamai, we are able to deliver all this content smoothly and consistently, without any hiccups," said Liu.

Going global without additional cost

By implementing Akamai solutions, Chinatimes.com does not have to worry about additional infrastructure cost or investing more money on web enhancement to meet their goals. Readers from any corner of the world can now access Chinatimes.com with the same content delivery quality as domestic readers, which resulted in an increase of online visitors from countries like the U.S., where the company has seen an 8% increase in site traffic. "As Chinatimes.com continues to grow our presence around the world, it is essential for us to provide the best user experience to all readers. By adopting Akamai solutions, we are positive we will achieve our goals," concluded Liu.

About Chinatimes.com

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Akamai *FASTER FORWARD*

As the global leader in Content Delivery Network (CDN) services, Akamai makes the Internet fast, reliable, and secure for its customers. The company's advanced web performance, mobile performance, cloud security, and media delivery solutions are revolutionizing how businesses optimize consumer, enterprise, and entertainment experiences for any device, anywhere. To learn how Akamai solutions and its team of Internet experts are helping businesses move faster forward, please visit www.akamai.com or blogs.akamai.com, and follow @Akamai on Twitter.

Akamai is headquartered in Cambridge, Massachusetts in the United States with operations in more than 57 offices around the world. Our services and renowned customer care are designed to enable businesses to provide an unparalleled Internet experience for their customers worldwide. Addresses, phone numbers, and contact information for all locations are listed on www.akamai.com/locations.