

# China CDN

Extend Akamai's global presence to capitalize on the unprecedented growth of online users in China



With more than 730 million users, China has the world's largest online population, representing more than one out of every five online users globally. And with only 53% of China's population on the Internet today, that growth will continue in the future.

Not surprisingly, enterprises all over the world are looking to tap the enormous potential and explosive growth of online users in China. But despite the tremendous promise the market holds, there are numerous infrastructure and regulatory challenges for delivering content into China. Plus, customer expectations all over the world are on the rise, and Chinese users are no exception. Data shows that across sites and apps, 53% of visits are abandoned if a mobile site takes more than three seconds to load, and 49% of users expect a mobile app to respond within 2 seconds or less. These factors impede your ability to deliver superior digital experiences in the lucrative Chinese market.

Akamai China CDN, in partnership with ChinaNetCenter, simplifies your ability to deliver exceptional digital experiences to users in Mainland China. And because Akamai understands the business and institutional requirements involved in delivering your content within China, we will introduce you to appropriate local partners who can facilitate the ICP license application process and thus help to mitigate regulatory surprises.

## Infrastructure Challenges for Delivering Content in China

China's Internet infrastructure presents a number of unique challenges that can adversely affect a high-quality experience for content being delivered into China.

- Due to congested international bandwidth and the great firewall of China, delivering your content from servers outside of China offers a low-quality user experience — even from servers on the Pacific Rim.
- Peering between networks and Internet service providers (ISPs) can often introduce significant latency

China CDN, an add-on module to Akamai's base-delivery products such as Ion, provides the following benefits to solve these infrastructure challenges

- **Minimize latency by bringing content closer to customers** - Akamai China CDN, in partnership with ChinaNetCenter, delivers the content from servers in Mainland China, which avoids firewall and international bandwidth bottlenecks. Plus, with servers in multiple networks, peering bottlenecks are eliminated. China CDN reduces latency by bringing your digital content closer to customers not only in major metropolitan areas but also in inland regions. Its built-in cache optimization maximizes the amount of a site's content that is offloaded, leading to significant performance improvement.
- **Real-time route optimization\*** - China CDN analyzes real-time data continuously, and automatically selects an optimized path by avoiding Internet congestion points and outages. This results in the delivery of dynamic content more quickly and reliably to end users.
- **TCP optimizations speed up data delivery\*** - China CDN automatically optimizes TCP connections by increasing the amount of data transferred, keeping TCP connections open for a longer duration and utilizing them for multiple requests. This reduces the total number of round trips needed to fetch data and leads to accelerated delivery of web content.

These capabilities empower you to deliver superior digital experiences and thus increase user engagement, revenue, and brand value in Mainland China.

## BENEFITS TO YOUR BUSINESS:

-  Fast, reliable content delivery and acceleration
-  Extension of existing Akamai implementation into China
-  Real-time route optimization to accelerate dynamic content delivery
-  TCP optimizations to speed up data delivery
-  Improved website performance and availability
-  Introduction to appropriate local partners to facilitate ICP license application process
-  Detailed management and reporting capabilities through Luna Control Center

## China CDN

### Compliance for China Delivery

ICP (Internet Content Provider) license is a permit issued by the Ministry of Industry and Information Technology (MIIT) of China that allows websites to operate in China. All websites delivering content from servers in Mainland China are legally required to have an ICP license. Thus, in order to deliver content in Mainland China using China CDN, you will need an ICP license.

Two types of ICP licenses are issued by MIIT:

- **ICP Filing (for non-commercial websites)** - Also known as “ICP Bei’An” in Chinese, an ICP filing is required for websites that are purely informational and do not engage in online retail activities. If you want to sell goods via your website, then you will need the commercial ICP license.
- **ICP License (for commercial websites)** - Also known as “ICP Zheng” in Chinese, an ICP license is required for websites that engage in online retail activities. This license allows you to sell goods and accept online payment from users in Mainland China.

Please note that you will have to first receive approval for your ICP filing before you can apply for an ICP license. In addition to an ICP filing or ICP license, you will also need:

1. a local hosting agreement with a local Chinese-based hosting provider, and
2. a separate license called the PSB Bei’An (not to be confused with the ICP Bei’An above).

Since Akamai understands the business and institutional requirements involved in delivering your content within China, we will introduce you to appropriate local partners who can facilitate the ICP license application process and thus help to mitigate regulatory surprises.

### A Decade of Serving Content in China

For over a decade, many of the world’s largest enterprises have been leveraging China CDN to deliver fast and reliable digital experiences in Mainland China. These companies recognize the value of a single platform for managing their global presence, while giving them full insight into usage statistics — all through Akamai’s Luna Control Center.

### The Akamai Ecosystem

As the world’s largest and most trusted cloud delivery platform, delivering 95 exabytes of data a year across billions of devices, Akamai makes it easier for you to provide the best and most secure digital experiences on any device, anytime, anywhere.

With the broadest array of best-in-class cloud delivery products and services, including superior web and mobile performance, cloud security, enterprise access, and video delivery solutions — all underpinned by exceptional customer service and 24/7 monitoring — you can count on our people and technology to support you every step of the way.



As the world’s largest and most trusted cloud delivery platform, Akamai makes it easier for its customers to provide the best and most secure digital experiences on any device, anytime, anywhere. Akamai’s massively distributed platform is unparalleled in scale with over 200,000 servers across 130 countries, giving customers superior performance and threat protection. Akamai’s portfolio of web and mobile performance, cloud security, enterprise access, and video delivery solutions are supported by exceptional customer service and 24/7 monitoring. To learn why the top financial institutions, e-commerce leaders, media & entertainment providers, and government organizations trust Akamai please visit [www.akamai.com](http://www.akamai.com), [blogs.akamai.com](http://blogs.akamai.com), or [@Akamai](https://twitter.com/Akamai) on Twitter. You can find our global contact information at [www.akamai.com/locations](http://www.akamai.com/locations), or call 877-425-2624. Published 05/18.