By the end of this decade, an estimated 70% of the world’s population is expected to own a smartphone. Choosing the right CDN for today and tomorrow is more important than ever.

**Buyer Needs**  
**CDN Requirements**  
**Evolving Trends**

| My website needs to perform no matter the type of mobile device my audience is viewing. | • Be within a single network hop of most Internet users, including mobile users. | • Have a highly distributed content delivery architecture to reduce last-mile page load times by up to 63%. | There are currently 13.4 billion connected devices worldwide today and that number is expected to triple by 2020.

| My website needs to perform no matter the type of mobile device my audience is viewing. | • Have a highly distributed content delivery architecture to reduce last-mile page load times by up to 63%. | • Optimize for an increasingly diverse set of interactions, such as mobile device type, slow connection speed, accessing highly dynamic content, etc. | There are currently 13.4 billion connected devices worldwide today and that number is expected to triple by 2020.

| My website needs to perform no matter the type of mobile device my audience is viewing. | • Have a highly distributed content delivery architecture to reduce last-mile page load times by up to 63%. | • Have mobile industry expertise to help you stay ahead of trends, such as transitioning to take advantage of HTTP/2’s performance benefits. | There are currently 13.4 billion connected devices worldwide today and that number is expected to triple by 2020.

| My website needs to perform no matter the type of mobile device my audience is viewing. | • Have a highly distributed content delivery architecture to reduce last-mile page load times by up to 63%. | • Intelligently map users to the best gateway or within the core of the mobile networks. | There are currently 13.4 billion connected devices worldwide today and that number is expected to triple by 2020.

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| My website needs to perform no matter the type of mobile device my audience is viewing. | • Have a highly distributed content delivery architecture to reduce last-mile page load times by up to 63%. | • Have dynamic mobile site and routing-optimization technologies that can be used within their highly distributed network. | There are currently 13.4 billion connected devices worldwide today and that number is expected to triple by 2020.

| My website needs to perform no matter the type of mobile device my audience is viewing. | • Have a highly distributed content delivery architecture to reduce last-mile page load times by up to 63%. | • Use advanced cache-key mechanisms to significantly boost site performance. | There are currently 13.4 billion connected devices worldwide today and that number is expected to triple by 2020.

| My website needs to perform no matter the type of mobile device my audience is viewing. | • Be as close to the user as possible with deployed servers near mobile gateways. | • Intelligently map users to the best gateway, which is challenging when gateways may not be located near the users they serve. | Mobile network traffic is projected to grow at a 57% CAGR in the next several years.

| My website needs to perform no matter the type of mobile device my audience is viewing. | • Be as close to the user as possible with deployed servers near mobile gateways. | • Reduce latency by deploying CDN servers within the core of the mobile networks. | Mobile network traffic is projected to grow at a 57% CAGR in the next several years.

| My website needs to perform no matter the type of mobile device my audience is viewing. | • Be as close to the user as possible with deployed servers near mobile gateways. | • Employ Front-End Optimisation (FEO) to optimize for multiple situations, including device characterization, browsers, and networks. | Mobile network traffic is projected to grow at a 57% CAGR in the next several years.

| My website needs to perform no matter the type of mobile device my audience is viewing. | • Be as close to the user as possible with deployed servers near mobile gateways. | • Provide cloud-based CDN defense layers, which are unique in their ability to protect against the Internet-scale threats of today and tomorrow. | DDoS attacks have grown exponentially in size — now often exceeding 300 Gbps, too large for the vast majority of organizations to handle without the help of a CDN.

| My website needs to perform no matter the type of mobile device my audience is viewing. | • Be as close to the user as possible with deployed servers near mobile gateways. | • Provide on-demand or always-on security capabilities through a managed service. | DDoS attacks have grown exponentially in size — now often exceeding 300 Gbps, too large for the vast majority of organizations to handle without the help of a CDN.

| My website needs to perform no matter the type of mobile device my audience is viewing. | • Be as close to the user as possible with deployed servers near mobile gateways. | • Provide bot management capabilities, as not all bots are bad, using security intelligence to analyze and potentially block unwanted bots as necessary. | DDoS attacks have grown exponentially in size — now often exceeding 300 Gbps, too large for the vast majority of organizations to handle without the help of a CDN.

| My website needs to perform no matter the type of mobile device my audience is viewing. | • Be as close to the user as possible with deployed servers near mobile gateways. | • Boost mobile app performance through image-management techniques. | Images represent nearly 65% of web-page weight.

| My website needs to perform no matter the type of mobile device my audience is viewing. | • Be as close to the user as possible with deployed servers near mobile gateways. | • Enable mobile API acceleration. | Images represent nearly 65% of web-page weight.

To download the full Choosing the Right CDN for an Evolving Internet resource guide, visit www.akamai.com/theRightCDNwp

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