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.

**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**

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### Buyer Needs

**I want to deliver my web video… fast!**
- Scale on demand to support the increased video capacity requirements of the growing availability of HD devices
- Have servers within the mobile networks themselves, further reducing stream latency to the mobile cellular user
- Implement predictive prefetching of cached content to improve the end-user video experience, particularly over slower cellular connections
- Support more efficient protocols and video formats, such as UDP/RTP, Live-HD, and 4K, to improve the Quality of Service (QoS) and reduce buffering

**Video will account for 80% of all consumer Internet traffic!**

**I want to simplify my media-delivery workflow.**
- Be flexible and integrate seamlessly with other media services
- Automate the packaging and storage of all media files that result from variables such as form factors, screen resolutions, formats, codecs, and protocols
- Support new business requirements such as close-captioning, DRM, and ad integration without complicating existing workflows

**70% of streaming quality issues are attributed to predelivery errors**

**I need to support my online live event… no matter how many viewers tune in.**
- Scale on demand to support the increased capacity requirements of the growing availability of OTT video streaming and HD devices
- Provide delivery protocols that enable quality at scale and pre-positioning capabilities that deliver quality, even when a network can’t

**Live events drive ~10X more user engagement than on-demand video!**

**I want the controls to manage my online business operations.**
- Facilitate agility by providing self-serviceable controls that integrate directly into your DevOps workflow
- Handle the latest media-interactions and digital requirements
- Provide visibility into real-time user analytics, performance, and security metrics across your organization’s entire content network infrastructure

**Agility to support trends such as wearable tech, OTT, and online games**

**I need to protect my online assets from cyber threats.**
- Provide always-on, scalable protection against even the largest DDoS attacks
- Use automatic cloud security intelligence to help block unwarranted traffic before it hits your site
- Provide scalable WAF protection that can handle peak traffic while still delivering a rich and responsive end-user experience

**$15 million lost due to DDoS and web-based attacks to U.S. organizations**

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

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