With more than 550 million users, China has the world’s largest online population, representing more than 1 out of every 5 online users globally.¹ And with only 44% of China’s population on the internet today, that growth will continue.²

Not surprisingly, enterprises all over the world are looking to tap the enormous potential and explosive growth of online users in China.

Despite the tremendous promise the market holds, delivering online content into China presents numerous challenges, including a unique internet infrastructure and an increasingly mobile user base. These factors, among others, impede your ability to effectively build a customer base and partner ecosystem in the lucrative Chinese market. Attempting a “do-it-yourself” approach will not address these challenges; it will only introduce new ones. Akamai recognizes that providing engaging, high quality online experiences to these users requires a reliable, secure, high performance delivery solution that also meets China’s regulatory requirements.

Akamai’s China CDN offering, built with Akamai technology and enabled through a partnership with key local service providers, is designed to simplify your ability to deliver the performance, quality, reliability and security that Akamai is known for to mainland China users. By extending the power of the Akamai Intelligent Platform™, China CDN meets the unique challenges that China presents, helping global enterprises accelerate website and media delivery, and business application responsiveness. China CDN eliminates the need to invest in expensive local infrastructure, which reduces operational strain on your organization. And because Akamai understands the business and institutional requirements involved in delivering content within China, together with our established local networks and relationships, we can work with you to avoid regulatory surprises.

China’s Infrastructure Challenges

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 national firewall impacts, 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.

The China CDN option addresses these challenges. With servers in multiple networks, peering bottlenecks are eliminated. And with servers deployed within China’s mainland, firewall and international bandwidth bottlenecks are avoided. The improvements in latency and packet loss offered by the China CDN extension can be seen in Figure 1. These improvements directly enhance the Chinese user’s experience.

The Importance of Network Footprint

In order to reduce latency and packet loss, content servers must be placed close to users. With the China CDN extension, your content is in close proximity to key population centers in China and within all three major ISPs:

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The performance advantage offered by Akamai China CDN is consistently realized independent of where the source or origin may be located. Multiple tests indicate significant improvement in delivery speed and availability for content sourced from the United States, Europe and Asia when compared to traditional content delivery.

**Network Footprint Is A Great Start...**

But locating servers near users is just the beginning. Akamai's proprietary software, running on the China CDN servers, optimizes many aspects of the delivery equation. Intelligent optimization technologies including our FastTCP protocol, SureRoute, and Advanced Cache Optimization dramatically improve performance - especially over connections with high latency and packet loss, which are prevalent in Chinese terrestrial and mobile networks.

**A Decade of Serving Content in China**

For over a decade, many of the world’s largest enterprises have been leveraging the China CDN option to complement their Akamai services. These customers 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 China CDN Advantage**

Reliable access to China’s growing broadband-connected population is the key to a successful presence, and Akamai’s China CDN option extends the stability, performance and security that Akamai is known for to mainland China. So you can relax, knowing that your content is available through a global delivery solution built and supported with the expertise to meet the challenge of content delivery in China.

**The Akamai Ecosystem**

Akamai makes the Internet fast, reliable and secure. Our comprehensive solutions are built on the globally distributed Akamai Intelligent Platform™, managed through the unified, customizable Luna Control Center for visibility and control, and supported by Professional Services experts who get you up and running easily and inspire innovation as your strategies evolve.

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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 40 offices around the world. Our services and renowned customer care 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.

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