

# HEAVY READING insider

## CDN Operators Get Set for Some Major Changes

### TABLE OF CONTENTS

- I. Introduction
- II. Market Developments: Trends & Issues
  - Market Structure & Competition
  - Market Trends
  - Issues
- III. CDN Profiles
  - Akamai Technologies
  - Amazon Web Services
  - AT&T
  - CDNetworks
  - CenturyLink
  - ChinaCache
  - EdgeConneX
  - Internap
  - Level 3 Communications
  - Limelight Networks
  - Netflix
  - Verizon Communications/EdgeCast
  - XO Communications
- IV. Conclusion: Looking to the CDN Future

### Report Highlights

**Verizon's EdgeCast** acquisition offers the best chance yet of a true competitive challenge to Akamai's CDN dominance

**An ever-increasing share** of video – and especially pay TV – will use CDNs in preference to traditional proprietary solutions

**CDNs and the site speeds** they are designed to promote will become an intensifying concern of the "C-suite" of top executives

**More CDN consolidation** appears inevitable, although opportunities for smaller players will remain

**Value-added services** beyond bit delivery of static content – e.g., security and acceleration/optimization of increasingly dynamic Web content – are an ever-growing share of this market

**Akamai's own extreme** revenue growth goals of 18 percent annually require it to accelerate its path of diversifying acquisitions

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