A New IDC MarketScape Assesses Eight Commercial Content Delivery Network Providers

FRAMINGHAM, Mass. August 29, 2019 – International Data Corporation (IDC) today published a new MarketScape vendor assessment profiling eight commercial content delivery network (CDN) providers. The companies featured in the report are Akamai, Amazon, CenturyLink, Cloudflare, Fastly, Limelight, Tata Communications, and Verizon.

The commercial CDN market carries a substantial portion of the world's Internet traffic. CDNs facilitate the secure and timely delivery of content to end users, including static and dynamic Web sites, time-sensitive streaming video, large files such as Over the Air (OTA) updates, medical imaging, and more. CDNs may also replicate or store multiple copies of internet content, including Web objects, downloadable objects, applications, live streaming media, on-demand streaming media, and social networks. CDNs typically deploy a set of services to ensure the delivery of content on multiple display formats within well-established performance and quality of service metrics, such as latency, jitter, and throughput.

While CDN traffic is expected to continue growing at a robust pace, revenue growth is being challenged by price erosion, efforts by major content providers to build private CDNs, and the emergence of new competitors leveraging emerging technologies and simplified pricing models. To create differentiation and drive new revenue, CDN providers are offering additional services, such as security services, improving performance parameters, and innovating at the edge.

"Enterprises' expectations of CDN providers are evolving as they undergo the journey to digital transformation. Traditional metrics in terms of performance and availability, while still important, are not enough for the choice of a CDN provider," said Ghassan Abdo, research vice president, Worldwide Telecommunications. "On the technology front, enterprises are expecting an innovation agenda that incorporates virtualization, DevOps, open APIs and programmability at the edge. On the commercial side, enterprises are demanding a commercial framework that is transparent, easy to understand, and embodies co-innovation to enable a richer customer experience. CDN providers that align their technological and commercial roadmaps with the digital transformation journey of the enterprise can become the future leaders."

The report, *IDC MarketScape: Worldwide Commercial CDN 2019 Vendor Assessment* (IDC #US44842119), presents an assessment of eight CDN vendors that provide commercial CDN services on a global basis. The assessment is based on their current capabilities and future

strategies for delivering CDN services. This is the first comprehensive analysis by IDC on this mature but transforming market and provides insights to enterprises deciding on choices of CDN vendors.

About IDC MarketScape

IDC MarketScape vendor analysis model is designed to provide an overview of the competitive fitness of IT, telecommunications, or industry-specific suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. IDC MarketScape provides a clear framework in which the product and service offerings, capabilities and strategies, and current and future market success factors of IT, telecommunications, or industry-specific vendors can be meaningfully compared. The framework also provides technology buyers with a transparent foundation to allow companies to independently compare the strengths and weaknesses of current and prospective vendors.

For more information about IDC MarketScape, please contact Karen Moser at kmoser@idc.com.

About IDC

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. With more than 1,100 analysts worldwide, IDC offers global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries. IDC's analysis and insight helps IT professionals, business executives, and the investment community to make fact-based technology decisions and to achieve their key business objectives. Founded in 1964, IDC is a wholly-owned subsidiary of International Data Group (IDG), the world's leading media, data and marketing services company. To learn more about IDC, please visit www.idc.com. Follow IDC on Twitter at @IDC and LinkedIn.

About IDC

IDC is the premier global provider of market intelligence, advisory services, and events for the information technology and telecommunications industries. IDC helps IT professionals, business executives, and the investment community make fact-based decisions on technology purchases and business strategy. Over 775 IDC analysts in 50 countries provide global, regional, and local expertise on technology and industry opportunities and trends. For more than 40 years, IDC has provided strategic insights to help our clients achieve their key business objectives. IDC is a subsidiary of IDG, the world's leading technology media, research, and events company. You can learn more about IDC by visiting http://www.idc.com/.

IDC is a subsidiary of IDG, the world's leading technology media, research, and events company. Additional information can be found at www.idc.com.

All product and company names may be trademarks or registered trademarks of their respective holders.

For more information contact:

Michael Shirer
press@idc.com
508-935-4200
Ghassan Abdo
gabdo@idc.com
858-922-3824