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Revolutionizing Digital Asset Delivery

P4P Working Group
8th January
Circus Circus

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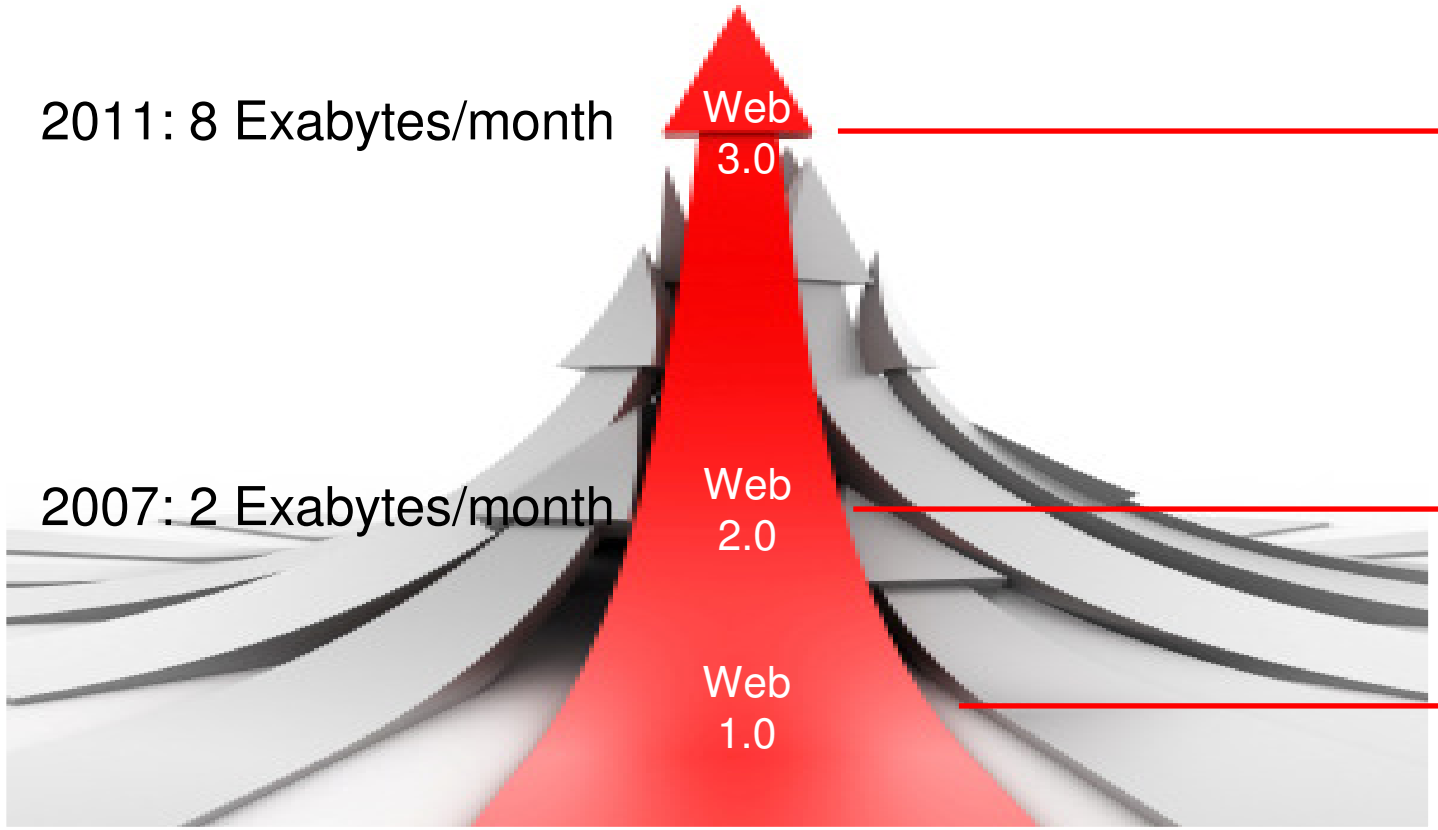
Demand : We are only at the beginning…

Consumer IP Traffic set to Quadruple in 4 years - driven by video



Source: Cisco, Global IP Traffic Forecast and Methodology, 2006 - 2011

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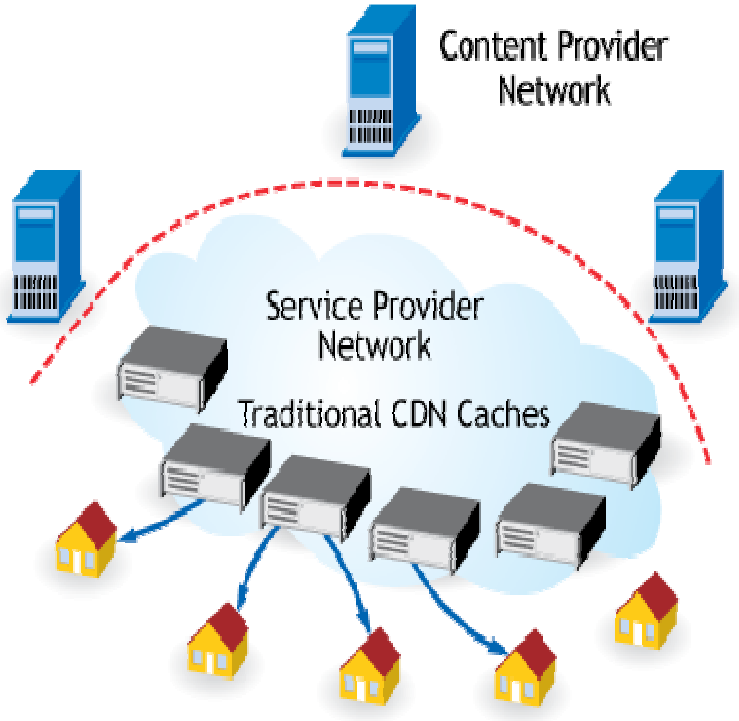
CDN Network Architectures

Traditional CDNs : *Designed for Web1.0*

Traditional single source Caching won't work

- Solves latency through proximity for web pages
- Cache selection made at start of file delivery
- Not designed for large objects
- No guarantee of quality of service
- Lack of scalability for large audiences
- Does not solve performance, cost & control
- Fixed pricing model for "traffic" – high cost
- Single class of service for all content
- Lack of control & reporting of assets



Legacy CDNs not sufficient: new approach needed!

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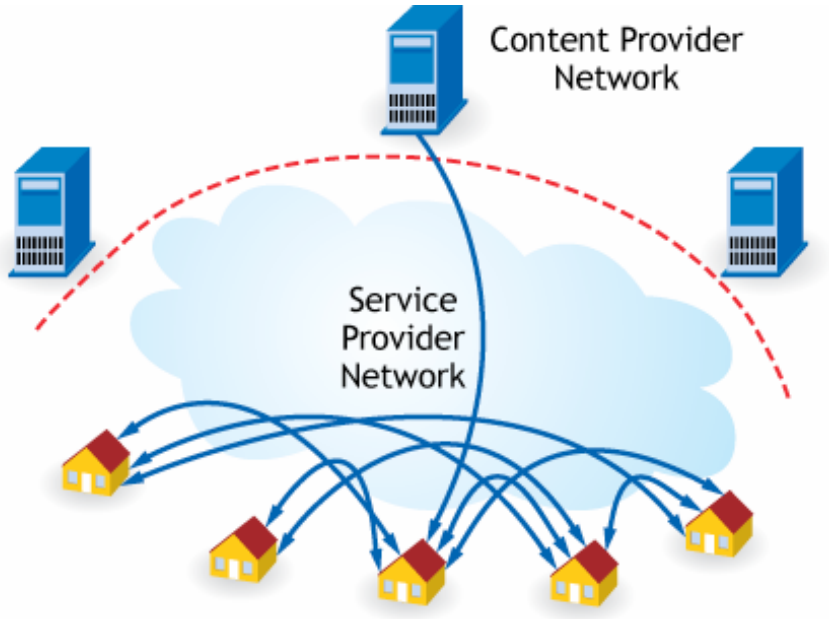
Pure P2P Networks

- Offers significant benefits:
  - Massive scalability for large flash crowds
  - Eliminates single point of failure
  - Doesn't need the complete file to be available from the start
  - Dramatic impact on economics of delivery
- However
  - Unpredictable quality of service
  - No SLA or performance guarantees
  - Single class of service for all content
  - Swamp the ISP networks



Source : Cisco – IP traffic report - 2007

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Velocix – Large Digital Asset Delivery

Revolutionary HybridP2P Network

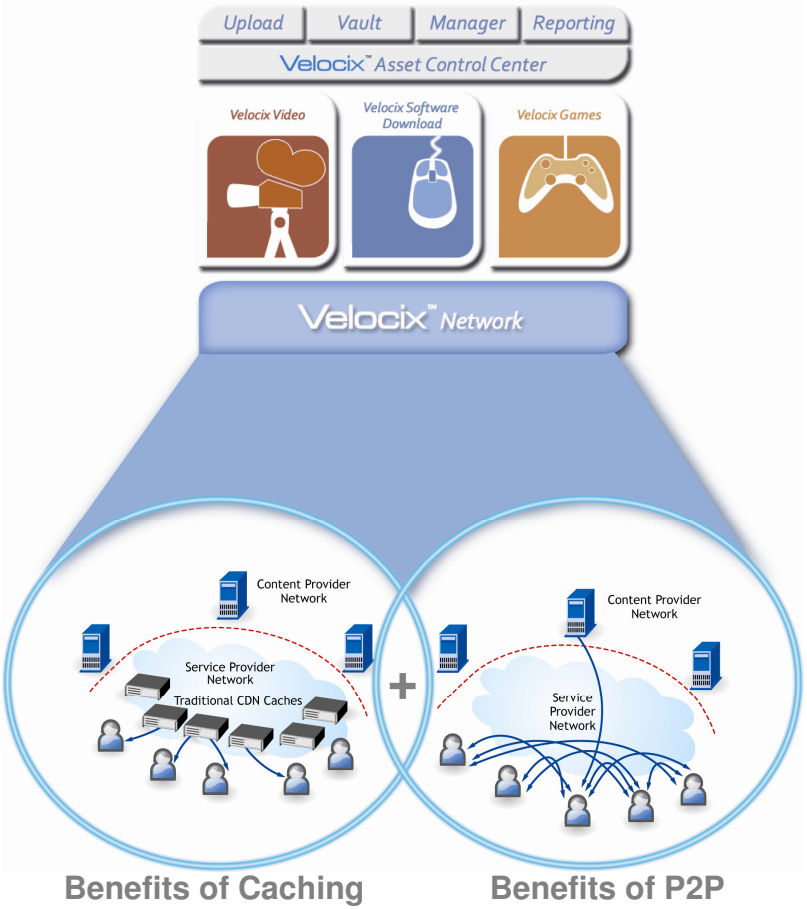
- Video is delivered from a dynamic selection of multiple servers

- Peer sources can be added to the blend, reducing delivery costs and massively increasing total available bandwidth

- Closed End to End solution, with Global SLA's

- New variable asset delivery service
  - Complete control over individual assets
  - First CDN to truly mirror business rules

- ISP friendly
  - Working with ISPs to complete the supply chain via Cache deployment partnerships
  - At its core balances the requirements of Content Companies and Access Providers (ISPs)



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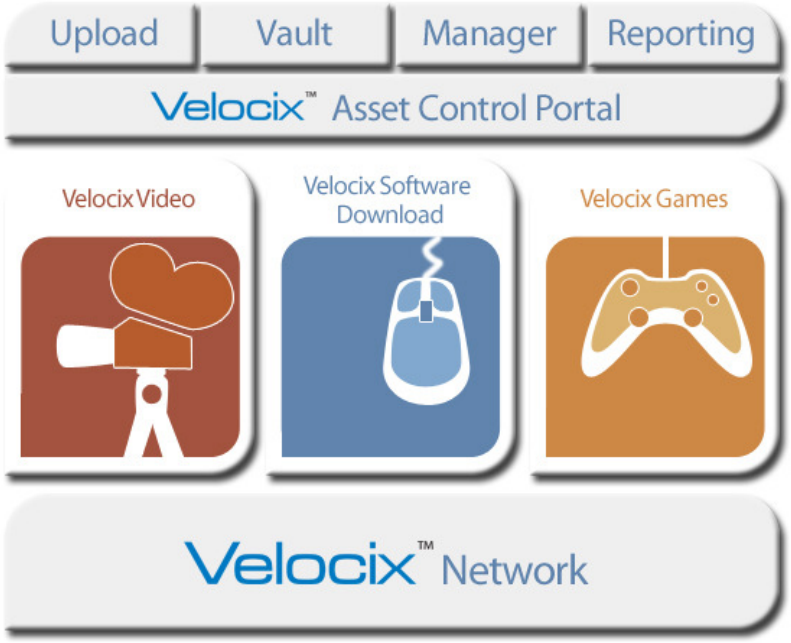
Velocix : Digital Asset Delivery Network



- Complete Asset Delivery Fabric, supporting, Video, Software and Gaming sectors
- Single global network across Europe, US and Asia-Pacific
- Built from the ground up to serve the needs of rich media distribution
- Unique control, management and reporting abilities
- Unparalleled economics
- A New Class of Performance

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THANK YOU!!

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