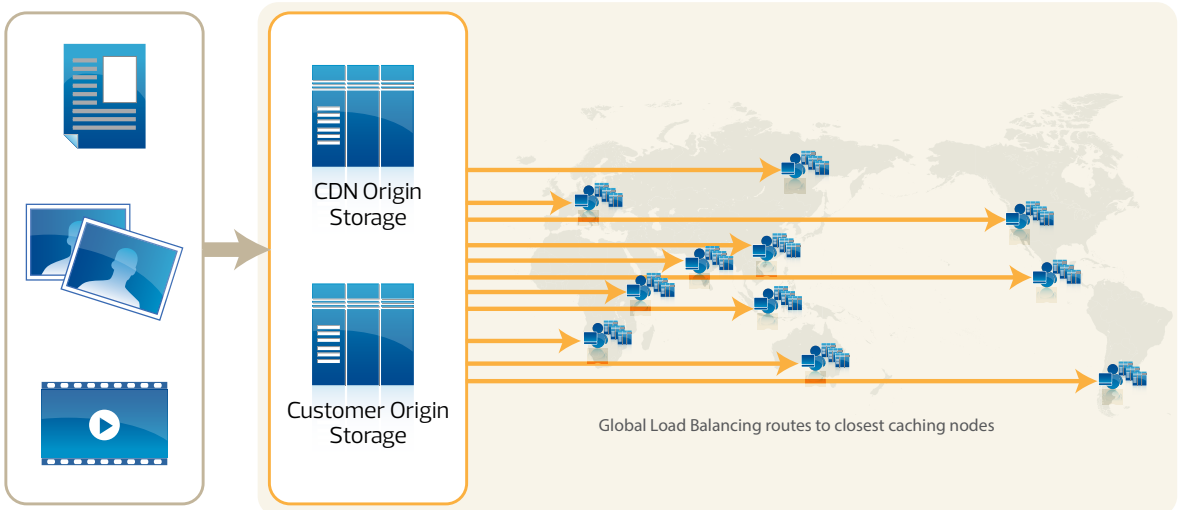
PCCW Global®

Content Delivery Network

With the explosive utilization of multimedia applications and internet-based digital media distribution, businesses face the challenge of presenting a seamless interactive media experience to their customers. In order to maintain and improve their informative websites or eCommerce activities, resources and infrastructure are put to the test.

Content Delivery Network (CDN) serves to address the challenges that customers face in managing their web environment with cost control. Edge servers are placed in geographically strategic locations to decrease the load on interconnects, public peers, private peers and backbones. This frees up capacity and lowers delivery costs and increases the overall network performance.

Network Diagram



Content Captured

Routing Infrastructure

Flow of Content

Content produced by Customer → Content in Customer Origin Server (Option of storage on CDN Origin Server) → Content cached to POPs for global user access

Key benefits to your business

- Scalability: Revolutionizes traffic handling by avoiding congested routes and mitigating server overload
- Performance: Designed to stabilize performance by decreasing site response times, latency, timeout issues and jitter
- Cost Efficiency: Reduces the need to invest in extra hardware, thus decreasing cost and time to market
- Global Coverage: Designed to support the capacity needed for growing worldwide coverage
- Comprehensive Pricing: Ensures pricing clarity with no hidden costs
- Managed Services: Offers professional advice and one-stop-shop service with integrated IP solutions and managed equipment services

HKT Here To Serve

PCCW®

HKT - a PCCW Group member

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Features

- Content Delivery: Content distribution by intelligent global load balancing
- Storage Solution: Offers the ability to store customers' web content on the origin storage platform
- Rules Engine: Gives precise control on how the edge servers cache and deliver the customers' content
- Token Authentication: Prevents unauthorized access and restricts file downloads and right to authenticate selling of digital media to authorized users
- Reporting and Analytics: Enables businesses to observe their customers' web usage and determine how to optimize their need for content delivery

Product portfolio

- Caching
  - Content distribution by intelligent global load balancing
  - Supports object delivery on large object platform and small object platform
  - Typical large object delivery applications include video and audio delivery or software downloads, based on fast disk accesses, for all the progressive download (HTTP) needs
  - Typical small objects are image, java script, CSS and text files, for ad serving, e-commerce sites and photo sharing applications. This platform serves most cached content straight from RAM which means minimal disk transactions and fast first byte download times
  - Intelligent global load balancing based on DNS and Anycast enables the routing infrastructure to direct any packets to the topologically nearest instance of the service
- Streaming
  - Supports live and on-demand video streaming: Adobe Flash, Microsoft Silverlight, HTTP progressive, or H.264/HTML5
  - Dynamic streaming for multi-bitrate delivery
  - DVR technology and server archiving for live streams
  - Streaming of H.264 and HE-AAC compressed media for smooth HD video
  - Intelligent adaptation to changing computer and network conditions
  - Enhanced stream protection and server-side security
  - Stream content to a variety of mobile platforms, including iOS and Android devices
- Rules Engine
  - An additional level of customization by creating rules to override default behavior of CDN caching and delivery
  - Rules are platform specific. Rule criteria can be set up on AS number, origin folder or subfolders, client IP address, cookie parameter, geo protection, edge Cname, referring domain, request header value, URL etc.
- Origin Storage
  - Able to store the customers' web contents on PCCW Global's origin storage platform
  - Hosting and CDN services managed by a single vendor
  - Supports RSYNC software application for faster transfer of files between the customers' storage location and the origin storage platform
  - Support Secure Shell (SSH) network protocol allows data to be exchanged using a secure channel between a customer's storage and PCCW Global's origin storage
- Token Authentication
  - Token-based authentication service uses a private key to pass encrypted values via the URL string, so as to grant or deny any file download requests
  - Token values vary per service —HTTP, WMS, FMS
  - Prevents unauthorized users and websites from hot-linking to the customers' web contents and leveraging the customers' bandwidth, or other types of misuse

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