

POWERING A CONNECTED ASIA



Bringing you **CLOSER**  
to Digital Asia



## The thirst for digital content is unquenchable in Asia

Every day, billions of tech-savvy consumers download huge volumes of video, communicate through social media and utilize web-based applications. Digital media is redefining the end-user experience and shaping the way we live, work and play.

Opportunities are abound for content and application creators and distributors in Asia's booming digital marketplace. The key is to create an immersive digital experience and to delight end-users with rich-media web content, seamless video streaming and applications that are useful, engaging and profitable. These opportunities require a content delivery network with unsurpassed intelligence, speed and scale.

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## Your Challenge: Make, Manage, Monetize

*How do you get your content closer to Asia?  
How do you deliver your content to the world?*

You need a partner that can match your expertise in content creation with the ability to deliver content at blazing speeds and with clockwork efficiency, whether your audience is located in Asia or in multiple locations around the globe.

You will benefit from a partnership with Pacnet, a company that understands Asia's digital content demands—a company that can help you to engage your customers. In Pacnet, you will find a partner that can help you monetize your content and keep your business growing while helping you maintain a healthy cost structure by providing you with a full suite of turn-key CDN solutions to match your content delivery and storage requirements.

## Our Solution: Speedy, Smart and Scalable

Pacnet CDN allows you to compete in Asia's digital marketplace by helping you accelerate your delivery of digital content with unsurpassed intelligence, speed and scale.

Through our full suite of advanced turn-key CDN services, we enable you to:

- Speed up your delivery of digital media content
- Improve the delivery of your web-based applications
- Provide a flexible and secure environment to store your digital assets
- Monitor the performance of your network
- Analyze your end-users' web-viewing behavior

We deliver all these within your cost parameters. We can take care of your network, storage, delivery and management requirements so you can focus more on what you do best—building audience intimacy. We can help deliver immersive content and engaging applications you can quickly and efficiently manage and monetize.

## A CDN Network with Asian Expertise

Pacnet is uniquely positioned to offer you an extensive CDN network footprint for your content and applications, delivery and storage. As the owner of Asia's largest privately-owned submarine cable network, Pacnet is the region's premier IP network provider with a growing network of state-of-the-art data centers. Because we own the majority of our CDN infrastructure, we have better control of our services, delivery methods and cost structure, which gives us the flexibility to offer you a CDN solution that suits your needs and budget.

## Industry-Leading Technology

Pacnet leverages advanced CDN technologies from EdgeCast, a leading US-based Content Delivery Network technology company recipient of various industry accolades for technology and business leadership including Deloitte 2011 Technology Rising Stars and Streaming Media 100, which recognizes technological excellence of companies within the online video ecosystem.

# How Does Pacnet Bring You Closer to Digital Asia?

## Speedy Performance

Pacnet CDN network is optimized to support fast-object loading times regardless of your end-users' location or surges in Internet traffic. This allows you to deliver high-quality digital content which results in greater end-user satisfaction and loyalty.

## Multi-Platform Support

Pacnet supports different platforms including HTTP, Flash and Windows Media so you can integrate different elements in your website design and create web interfaces that are feature-rich and visually appealing.

## Global Footprint

With our self-owned network and our access to a global network of CDN nodes around the world, Pacnet enables you to offer consistent high-quality service to a much wider audience base.

## Industry-Leading Reporting and Analytics Tools

Pacnet CDN has comprehensive reporting and analytical tools delivering a wealth of information about your server performance, bandwidth utilization and end-user demographics and web-viewing behavior.

## Advanced Security Platform

Our advanced security features include token-based authentication and geo-blocking which apply across all platforms (HTTP, Flash and Windows). Content delivery is safe and secure regardless of the platform you support.

## SLA

We back up our services with a 100% SLA to guarantee consistent and reliable content delivery.

## Flexible Pricing

Pacnet CDN offers a wide range of service plans to meet your changing business needs. Our flexible pricing schemes charges storage and data transfer rates based on your pre-defined monthly usage, additional usage beyond threshold and the number of locations you have reached.



## The Pacnet CDN Suite of Services

### Content Delivery Service

Our centerpiece CDN product, Content Delivery Service, optimizes your content for the fastest possible loading times regardless of your end-user's location resulting in a better user experience.

Pacnet Content Delivery Service supports various leading-edge CDN technologies, including:

#### Content Caching

Brings your content closer to your audience by leveraging our strategically-installed caching servers, or cache PoPs, around the world. This helps reduce the amount of time it takes for the delivery of files, images and videos via HTTP to be transmitted from the origin source to the end-user, resulting in speedy website loading times.

#### Content Streaming

Supports live or on-demand delivery of video and other rich-media content, enabling the best possible experience regardless of format, device, location or connection speed.

### Dynamic Content Acceleration

Speeds up delivery of dynamic and static content for a variety of web applications using cutting-edge optimization and acceleration which enables up to 5X performance improvement for a faster, more stable experience for end-users.

### Content Origin Storage

Complementing Pacnet Content Delivery and Dynamic Content Acceleration services, Pacnet Content Origin Storage offers customers the ability to store their own content on our origin server platform using a cost-effective monthly subscription model based on the total volume of data stored.

## Value-Added Services

Pacnet CDN's value-added services allow you to take care of additional content delivery requirements with a number of security, management and reporting tools to help you protect your content and digital rights, manage your network and gain insights from end-users' web-viewing behavior.

### Authentication

Allows you to create a private key from your origin server to Pacnet's server by utilizing advanced token-based authentication technology which prevents unauthorized users from accessing and hot-linking your content, hogging your bandwidth or any other type of misuse.

### Security

Pacnet uses Secure Socket Layer (SSL) technology to encrypt segments of your network connections at the transport layer to guarantee safe network access. This is a particularly useful if you support online payments or perform critical corporate transactions.

### Management Tools

Pacnet makes CDN network management easier for you through a web-based platform that allows you to perform a host of administrative functions from managing your content delivery to managing accounts for your sites and controlling access to your content.

### Reporting and Analytics

Pacnet CDN offers a comprehensive set of reporting modules that gives you total visibility of your worldwide site performance. A 360° view of your content performance and end-user activity patterns helps you better understand your audience and proactively resolve any content delivery issues.

### Custom Data Delivery Configuration (HTTP Rules Engine)

Pacnet CDN offers a powerful tool giving you precise control over the content delivered over your HTTP platforms allowing you to create customized rules specifying exactly how our edge servers cache and deliver your content. By leveraging this tool, you gain highly granular control over how and when your content is served. The possibilities are endless, but the end result is much more control over the security, cost and burden of your content delivery.

***PACNET***



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