DATA SHEET

CONTENT ACCELERATION

Target Your Customer While Protecting Your Content

Targeting the right customers is a critical component of any online initiative. CDNetworks offers robust capabilities for delivering a compelling end-user experience to the customers you want to target, while protecting your content from unwanted distribution. Most content providers deliver different versions of a web page depending on cookies and header settings and attributes. However, some Content Delivery Networks do not support this capability.

CDNetworks Content Acceleration solution can target based on different request attributes such as a browser configuration (Firefox, Internet Explorer, etc.) or based on mobile devices (iPhone, Blackberry, etc.). This targeting feature enables content to be cached not just by URL, but also based on customer-defined keys such as a cookie value, header value, or a combination of the two. This enables customized configuration of rules to serve one set of content to mobile browsers while serving a different set of content to Internet browsers without modifying the application.

HEADER VALUE

- Browser type and version
- OS type and version
- Device type
- User Cookie information
- Client IP

GEOGRAPHIC VALUE

- Country
- State or Province
- City
- ISP vendor name

Geo Blocking

In order to protect our customer's content from unwanted distribution, CDNetworks Content Acceleration features robust Geo Blocking capabilities. Our Geo Blocking technology compares an end-user's IP address against a GeoIP database to determine the originating country of the request. Based on our customer's predefined rules, requests can be blocked or redirected as needed. This powerful feature enables customers to customize their content delivery based on a specific geographic location, or restricts access altogether to areas that are not licensed to receive certain content.

Keys can be based on any combination of the following values:

GEOGRAPHIC VALUE

- Country
- State or Province
- City

CONTENT ACCELERATION

True Global Reach

With over 100 PoPs across 6 continents, CDNetworks operates the 2nd largest Content Delivery Network in the industry, ensuring optimal performance regardless of the end users' network. Our servers are located in premium collocation facilities, leveraging top global IP Transit providers such as AT&T, Level 3, and Global Crossing.

Enhanced Reporting Capabilities

CDNetworks is known throughout the industry for our extensive reporting capabilities. Our reports provide detailed, real-time monitoring of all your content, enabling you to easily track your customers' behavior and trends. Features include a user-customized dashboard, downloadable log files, and in-depth geographical intelligence.

To find out more about CDNetworks Content Acceleration solution, visit http://www.cdnetworks.com/content_acceleration or contact us at info@cdnetworks.com.

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