



The Future of Online Media with Akamai

David Habben

Agenda

Who is Akamai

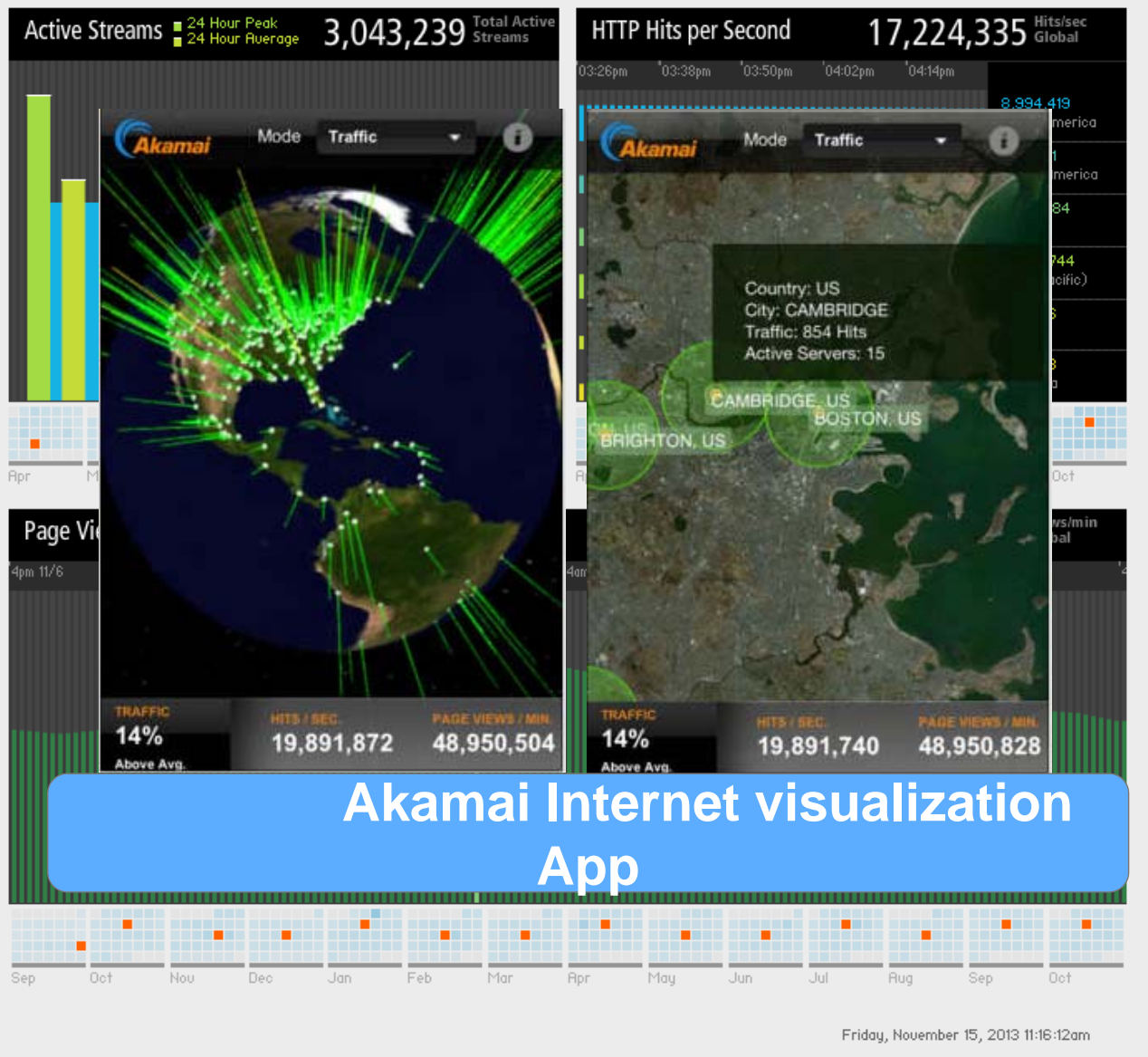
What users expect online

The scale problem

Complexity

A large, faint watermark of the Akamai University logo is visible in the background. It features a circular emblem with the word "AKAMAI" at the top and "UNIVERSITY" at the bottom, surrounding a central graphic that resembles a stylized globe or a network of nodes.

Who is Akamai



150,000+ Servers

1,200+ Networks

900 cities

90+ Countries

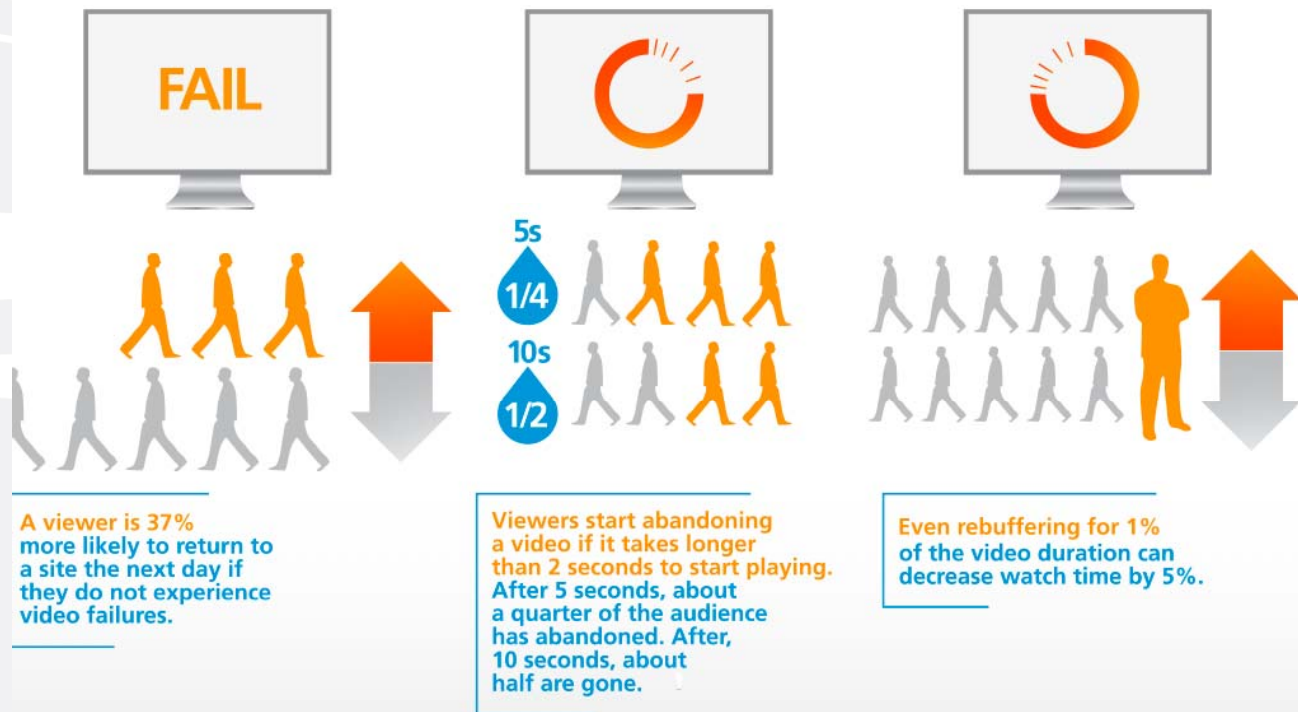
15% to 30% of global web traffic

A large, faint watermark of the Akamai University logo is visible on the left side of the slide. It features a circular emblem with the word "AKAMAI" at the top and "UNIVERSITY" at the bottom, surrounding a central graphic.

What users expect online

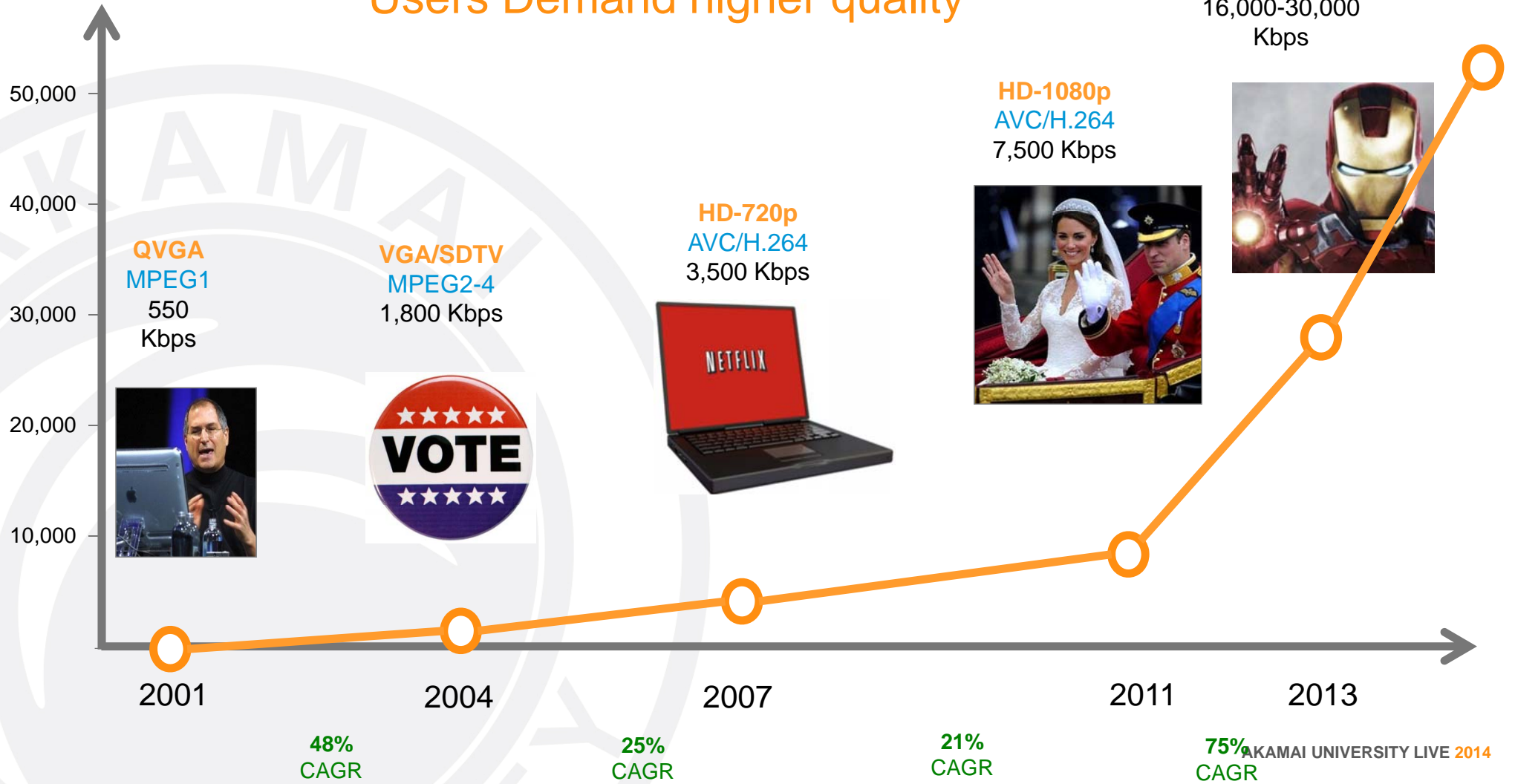
What the audience cares about

Failures, startup delay and rebuffering all significantly impact whether audiences choose to stay or abandon online videos.



Users Demand higher quality

COMPRESSED BIT RATE (Kbps)

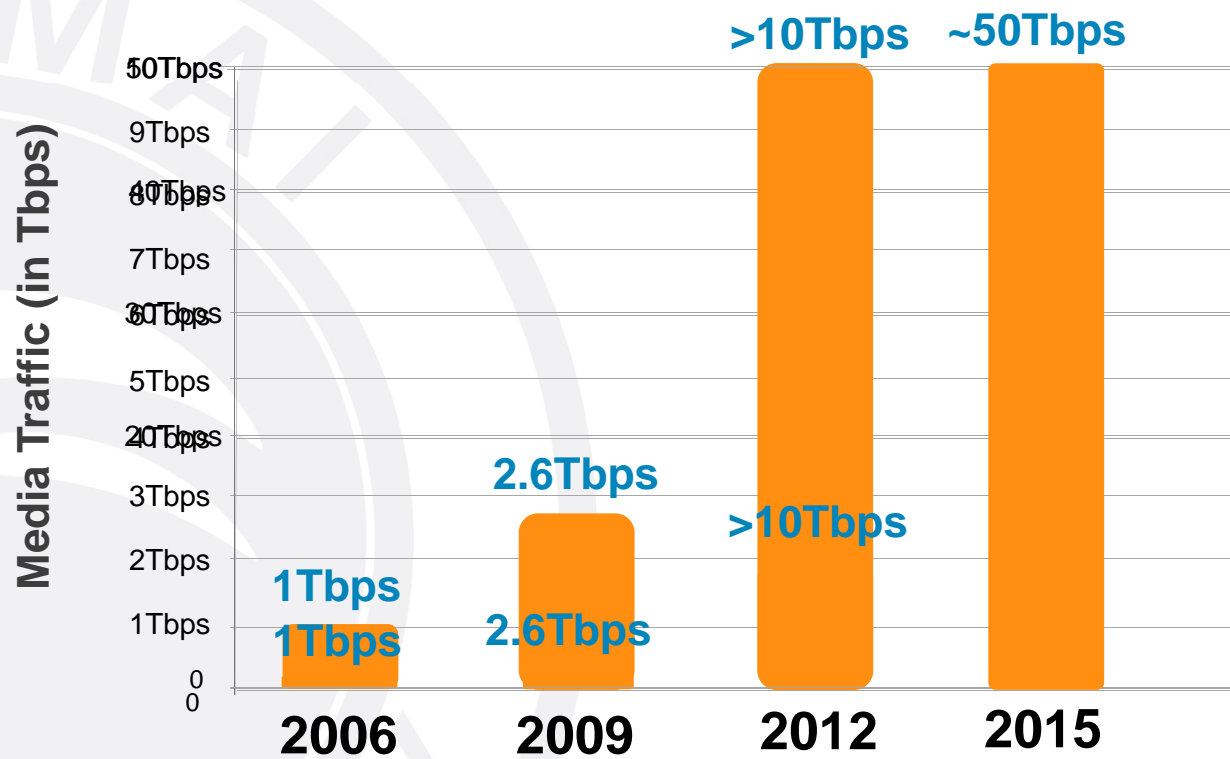


A large, faint watermark of the Akamai University logo is visible in the background. It features a circular emblem with the word "AKAMAI" at the top and "UNIVERSITY" at the bottom, surrounding a central design.

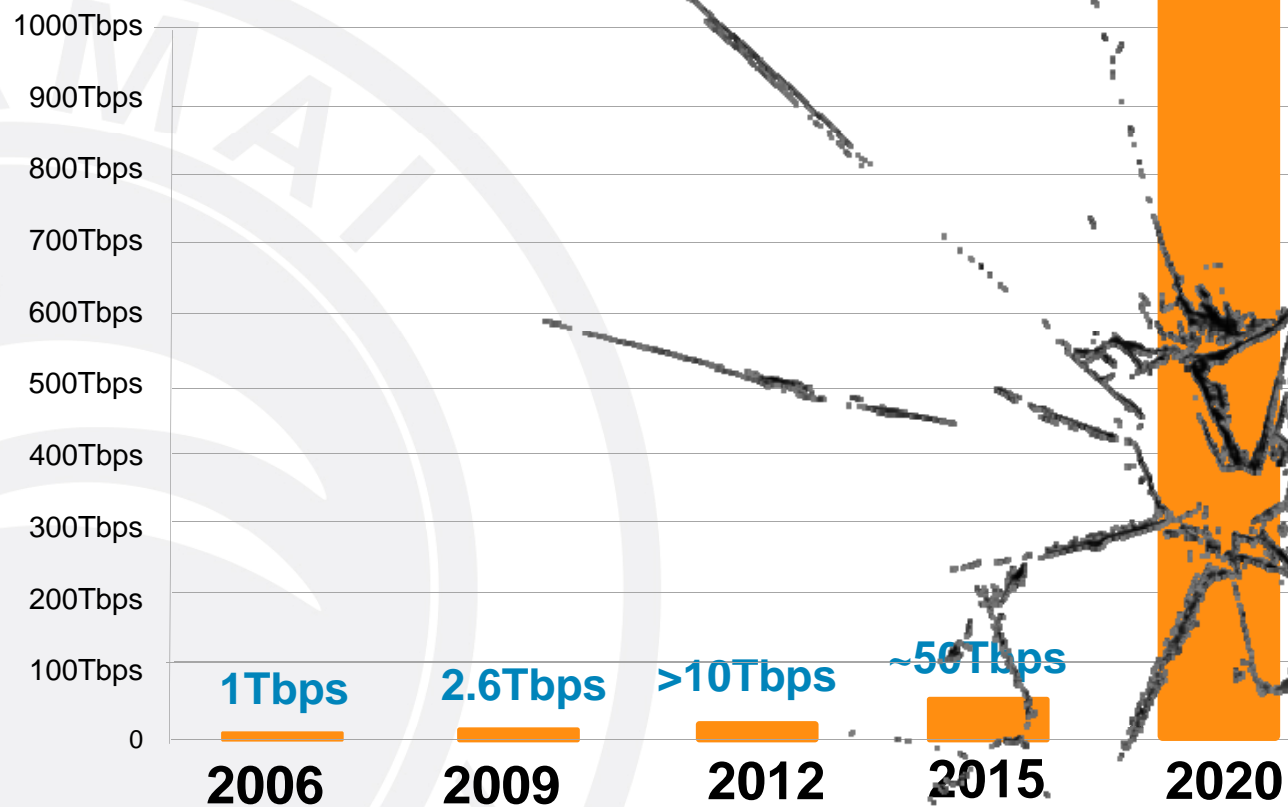
The scale problem

Users x Quality = BW

Video on Akamai



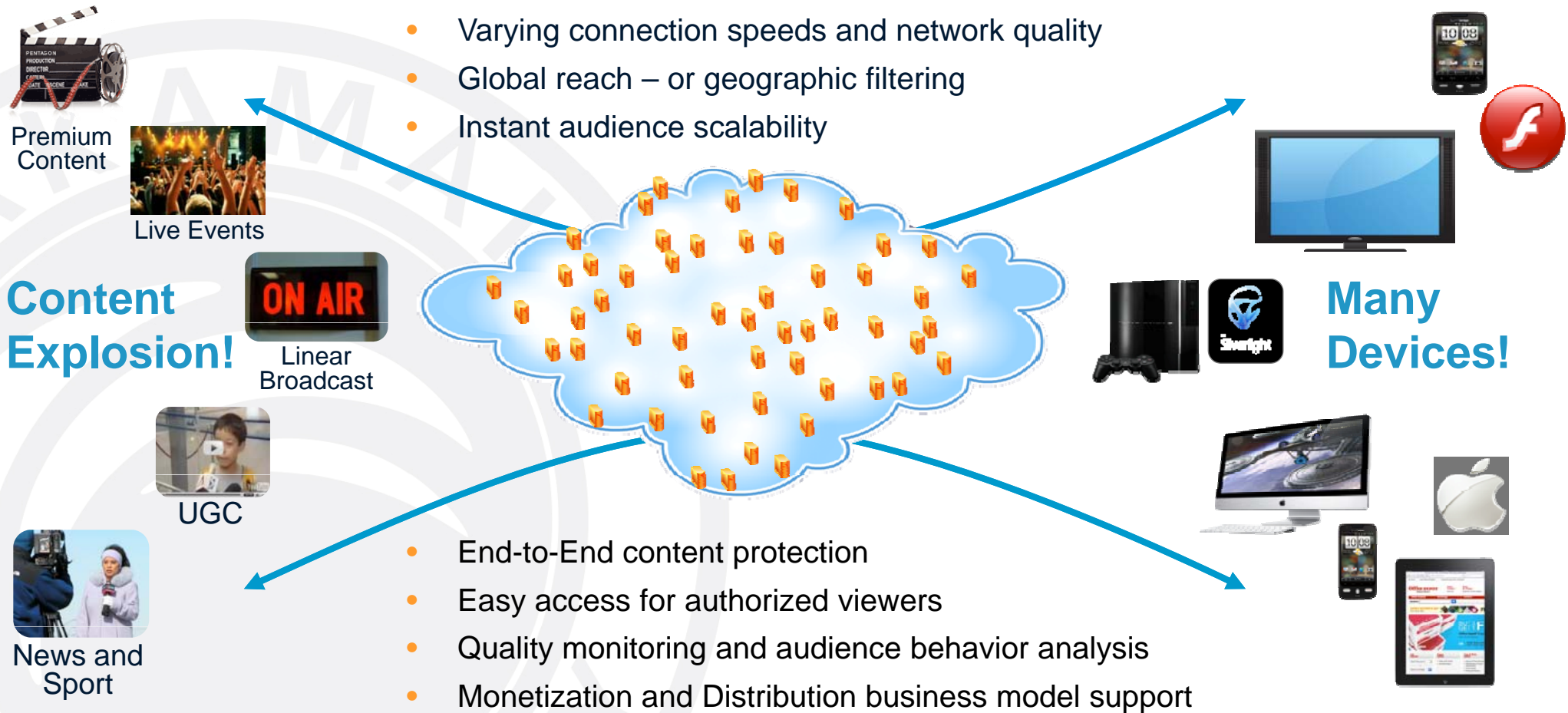
Future Video Demand



A large, faint watermark of the Akamai University logo is visible in the background. It features a circular emblem with the word "AKAMAI" at the top and "UNIVERSITY" at the bottom, surrounding a central design.

Complexity

Online Video Complexity



Device Evolution



1. Olympics.org http://www.olympic.org/Documents/IOC_Marketing/Broadcasting/Beijing_2008_Global_Broadcast_Overview.pdf , Nov 16, 2013
2. Garner, <http://www.gartner.com/newsroom/id/904729>
3. Olympics.org, http://www.olympic.org/Documents/IOC_Marketing/London_2012/LR_IOC_MarketingReport_medium_res1.pdf
4. BBC, http://www.bbc.co.uk/blogs/internet/posts/digital_olympics_reach_stream_stats
5. Gartner, <http://ronnie05.wordpress.com/2013/02/16/gartner-q4-2012-mobile-phone-and-smartphone-market-shares/>



Questions