

Reaching and delivering your content within a second

Content
Delivery
Network



China Telecom Global Limited

30/F, 38/F, Dah Sing Financial Center,
108 Gloucester Road, Wanchai, Hong Kong

Tel: + (852) 3100 0000
Fax: + (852) 2877 0988

E-mail: marketing@chinatelecomglobal.com
Website: www.chinatelecomglobal.com

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China Telecom Content Delivery Network

China Telecom Global is bringing a revolutionary development to content delivery by utilizing its industry-leading Internet backbone to develop a sophisticated and proven Content Delivery Network (CDN). The efficiency of content delivery is elevated through spreading the load to the caching and streaming nodes allocated around the globe to an area much closer to the audience. China Telecom Global CDN provides you a high-performance and highly scalable service to be delivered in a simplified and cost-effective manner.

CTG's Content Delivery Network is your perfect partner on:

- Edge Distribution
- Media Delivery
- Website Acceleration

Customer Benefits

Speed up your success:

By offering the optimal blend of price, feature, quality and ease to use, together with flexible scalability to support prompt online delivery, our CDN and services are a reliable partner to speed up your success.

Customized for your needs:

Every customer can rely on our network scalability, international footprint and superior customer service to achieve his specific objectives. A variation of content delivery solutions in addition to a host of features is available to support your unique business objectives.

Streamlined Delivery:

Enjoy the simplified and straightforward solution in content delivery, an end-to-end support from acquiring broadcast video to online delivery.

Premium Performance:

China Telecom Global CDN provides an exceptional end-user experience by committing to deliver your content libraries speedily and efficiently.

Key Features

China Telecom Global CDN helps you deliver a variety of content including:

- Video downloads
- Streaming video (on-demand and live)
- Online games
- Software downloads and patches
- User-generated content (UGC)
- Music and audio downloads
- Websites

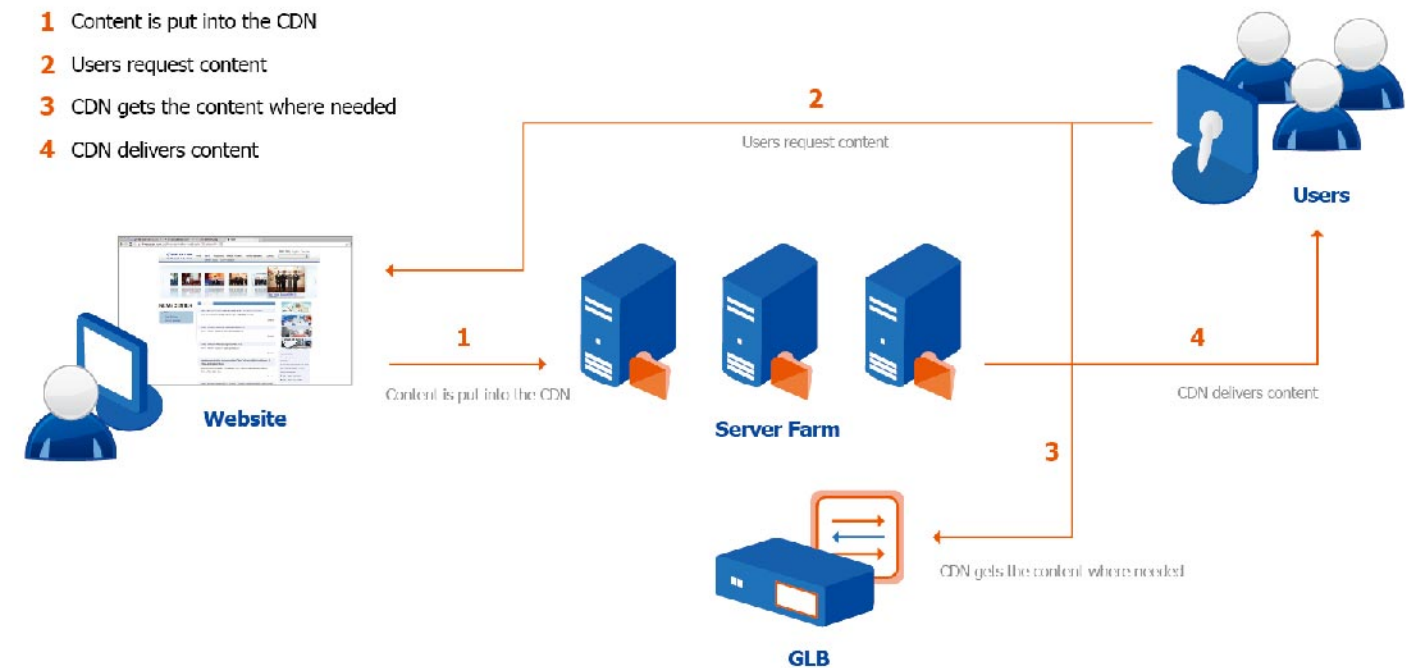
Our niche:

Network Control	Utilizing one of the most connected networks in the world, we control the routes and hand traffic off directly to last mile eyeball networks without relying on other transit providers and their routing policies
Avoid competitors procure network challenges	Away from the possibilities of routing based on least cost versus quality of service, insufficient capacity for all customers, and limited visibility into carriers networks to select best path based on network intelligence and upstream routing conditions
Direct traffic control	Directly managing performance on our network
Strategic Network Visibility	CDN nodes strategically located in our gateways to position capacity closest to the points at which traffic is exchanged with eyeball networks or peers all based on traffic flows and conditions
Platform intelligence	Intelligence built into our CDN platform to ensure content is served from optimal CDN nodes, including traffic handed off directly to eyeball networks or peers which optimizes distance, network congestion and server load
Business Intelligence	Industry-leading and extremely flexible Content Analytic tools for enhancing business intelligence
Intelligent Traffic Manager (ITM)	Sharing traffic between your own data centers and other CDNs with the Intelligent Traffic Manager (ITM) and provide numerous policy-driven options for managing CDN traffic across multiple sites and your own data centers

How it works

Basic rationale:

- 1 Content is put into the CDN
- 2 Users request content
- 3 CDN gets the content where needed
- 4 CDN delivers content



What is a CDN – Content

Static Content	highly cachable content as it does not change often and can be accessed by many users once it is in the CDN Cache. E.g. Company Logo
Dynamic Content	Content that has poor cachability since it is specific to a user or a group and it changes for each user, often assembled by the Origin Server and sent to the CDN in real-time based on reading locally stored user data called a "Cookie". E.g. Netflix Queue Since the CDN has to retrieve Dynamic Content from the Origin Server every time a user asks for it, the only way to speed up Dynamic Content is to optimize the Internet path between the Origin Server and the requesting CDN Cluster.
Long Tail Content	Content seldom accessed by end users causing it to fall out of cache.

What we offer

Storage	External File Storage, Original Storage and Cloud Storage to provide large-scale storage requirements.
Caching and Download	Caching, Download and HTTP Download for widespread deliveries.
Streaming	Broadcasting Audio & Video Streams, Windows Media, Adobe Flash, Adobe Zeri, Microsoft Smooth and Apple QuickTime for widespread deliveries.
Reporting	Dashboard to CDN Activities, Media Portal, Content Analytics and Log File Collection to monitor CDN activities and measure effectiveness and reach.
Security	Content Protection, Geographic IP Filtering, Token Authentication and Secure Sockets Layer – SSL to prevent or enable deliveries to specific geographies and secure the connection.