

“Life is for sharing”: Enabling your current and future business

Participating in the content delivery marketplace with an optimum strategy and best-in-class partnership. Deutsche Telekom International Carrier Sales & Solutions (ICSS) and its Content Delivery Solution (CDS)

Media is moving to the web, the communication market is undergoing an important, fast change, and content, application, and multimedia providers require connectivity to the internet and ISPs with many users both on a global, but also on a regional and local level, and a full-service access network with sufficient broadband and VPNs. They need their content to be delivered to a maximum of end-user markets, and they need to be able to offer the most-requested types of content and applications.

ICSS is continuously looking for service improvements, innovations, and further portfolio flexibility to enhance its market responsiveness. ICSS expects, for instance, the content, application, and multimedia segments to increase their contributions to international wholesale significantly. This is why Deutsche Telekom ICSS launched the innovative Content Delivery Solution (CDS), developed in partnership with EdgeCast Networks, in January 2009. The combination of Deutsche Telekom's powerful global network and EdgeCast's cutting-edge content delivery technology offers a tremendous value proposition to publishers.

Through this important step, ICSS will address new markets in worldwide regions and enter the content and media enabling business. ICSS aims to become more dominant on the communications market.

Shortly after the launch of CDS, ICSS has already signed their first customer contracts.

The first important contract was signed with ViewonTV, which is a limited company based in Paris that offers online video communication solutions, such as rich-media productions, a corporate WebTV portal, and live webcasting.

ICSS was able to present ViewonTV with an offer with a competitive pricing model that comprises one price for all services, such as HTTP download, streaming (live, on-demand streaming in Flash and Windows Media). The full-service suite requirements include an account control panel that allows ViewonTV to set up sub-accounts easily, control access privileges, and track metrics and usage and an advanced reporting tool with token authentication and geo-blocking. ViewonTV COO Arnaud Barbier says, “With ICSS, we have



Content Delivery Solution (CDS).
Services International Carrier Sales & Solutions (ICSS)

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found a professional, flexible partner that is able to commit to our requirements and offer us the highest CDN performance with best pricing.”

PROFIT FROM ICSS'S WORLD-IN-CLASS CONTENT DELIVERY SOLUTION

Your new requirements need new solutions: network capabilities have to be combined with intelligent software to support you in managing your content distribution in the most efficient, qualified way possible.

In response to this, ICSS has built new competencies in the content enabling field by launching its outstanding Content Delivery Solution early in 2009. The solution helps you bring your

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different types of content to the place of consumption, ie, to the eyeballs, especially in Europe, where ICSS has an extensive presence with direct connections to most of the ISPs and their large customer bases.

GAIN THE LEADING EDGE IN THE GROWING MARKET OF CONTENT DELIVERY

The combination of our best-in-class international infrastructure and a third party's market-leading content delivery software can be your key differentiator in this promising market.

ICSS's Content Delivery Solution exactly matches your needs if you are looking for a high-performance content

delivery platform with a full suite of services because it offers web acceleration, download solutions, on-demand live streaming, and storage features. At the same time, it lets you stay in control of your delivery performance via unique monitoring tools. ■

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CONTENT DELIVERY SOLUTION (CDS)

Cost-effective global content delivery

– ICSS's Content Delivery Solution

Further develop your web delivery performance thanks to ICSS's superior content delivery offering. Our state-of-the-art Content Delivery Solution provides you with access to a large set of servers located strategically around the world. This "global load balancing" solution ensures that your end customers are routed to the nearest and/or fastest location to receive the requested content. It thus improves the performance of both live and on-demand content delivery over the internet and via private networks. By means of sophisticated content management tools and analytical suites, this innovative ICSS solution provides you with a competitive advantage in the delivery of digital media.

Responding to your critical business requirements

- > Optimise the content delivery process
- > Ensure that delivery includes an application-adequate performance
- > Improve the distribution of your video files
- > Speed up the delivery of a variety of content types without increasing costs
- > Pinpoint the real-time location of your web users
- > Extend the reach to your consumers internationally
- > Increase customer loyalty through excellent user experience
- > Maintain site response times and decrease latency
- > React as quickly as possible to the needs of your customers

A complete set of content delivery services for your success

- > Website acceleration: increases the loading speed of website objects, such as images or graphics
- > HTTP/download: allows content delivery via the HTTPS protocol for encryption (shared SSL certificate)

- > Progressive download: enables video delivery via HTTP simultaneous video views and downloads (no streaming)
- > On-demand streaming: for the delivery of video streaming near the end user at great performance (platforms supported: Windows, Flash, Move)
- > Live streaming: for real-time streaming of your applications, such as concerts, live radio, IPTV (supported platforms: Windows, Flash, Move)
- > Premium storage solutions (global footprint)
- > Your Content Delivery Solution – dedicated application hosting

Why should you choose ICSS's Content Delivery Solution?

- > Faster delivery: extremely fast content delivery network
- > Better value: one low price for streaming and HTTP
- > Total reliability: 100% SLA with keynote A+ rating
- > Features that matter: reseller controls, reporting, APIs
- > Flexibility: provide more options on how content is delivered

ICSS's value proposition

- > Flexible content management tools
- > Cutting-edge reporting and analytics
- > Robust reporting functionality
- > Global footprint at peering exchanges
- > All streaming and download services available
- > Automated online account provisioning
- > Rich-media, white-labeled control panel features
- > Security features: token authentication, geo-blocking for higher value content across all platforms (HTTPS, Flash, Windows Media)
- > Superior quality, connectivity via Deutsche Telekom's international IP backbone provisioning
- > Direct and efficient access to a number of eyeballs