



# MORE DIGITIZATION DEMANDS EFFICIENCIES, FASTER DELIVERY

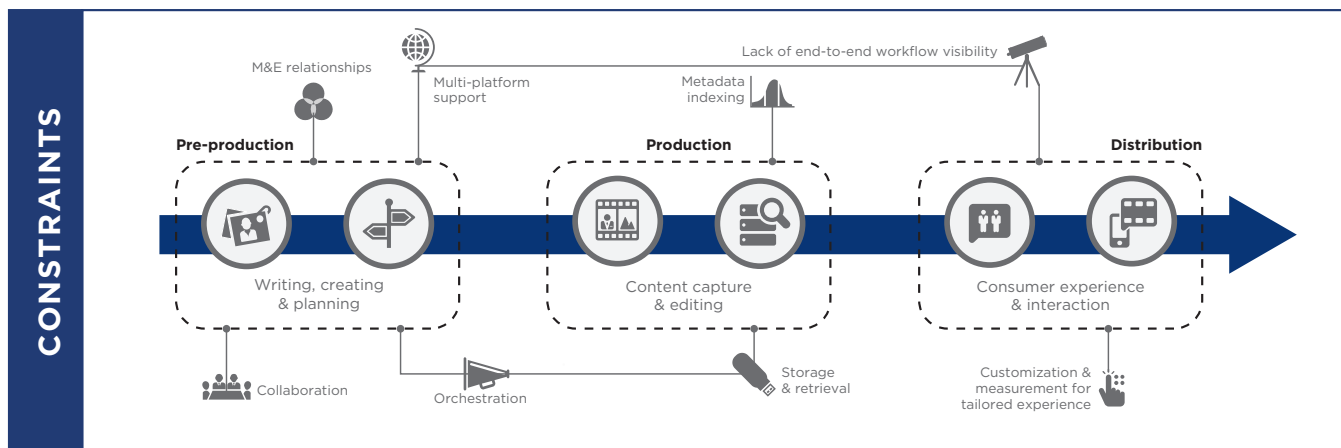
Media, entertainment and advertising providers need to accelerate their real-time product delivery to meet rising consumption demand, open up new markets and drive greater revenue.

## Industry trends

Media, entertainment and advertising companies are under increasing competitive pressure to create high-quality content and products on-demand with personalized and relevant content that follows the consumer to any device, anytime, anywhere. Key industry trends include:

- A globally-distributed supply chain and consumer base is forcing content development and distribution to the edge
- Consumers want a personalized experience, delivered to all their devices—anywhere, anytime
- Global digital advertising will grow by more than 10% this year to \$160B (\$80B in the U.S.)
- Online advertising is continuing to grow, with programmatic advertising expanding the fastest. Mobile is a major driver for this, and fraud is a key concern
- Demand is rising for content in new formats (UHD, AVI, 3D), streaming to multiple devices

By 2020, 64% of all internet traffic will cross content delivery networks<sup>1</sup>. Media, entertainment and advertising businesses need to step up digital delivery.



Lack of information integration across pre-production, production and distribution business processes is creating the following business and technology constraints:

### Business constraints

- Lack of real-time collaboration for content production and creation is slowing revenue growth
- Content, media and data are often physically distant from analytics and users, impacting the quality of user experience
- Static business models, fixed-price practices and single-vendor lock-in don't match today's consumer expectations for business agility
- Multi-channel opportunities aren't maximized, and mobile customers aren't being reached
- Slow programmatic ad bidding response lowers placement success, reducing revenue

### Conclusion:

Media, entertainment and advertising providers need greater global collaboration within the supply chain; fast access to product and customer data and the flexibility to meet rapidly evolving consumer expectations.

### Technology constraints

- Inefficient silos in the supply chain make end-to-end workflow execution and collaboration more difficult, costly and time-consuming
- Slow, high-latency connections between distributors and consumers, and lack of support for different distribution channels (social, mobile, cloud), delay product delivery to omnichannel consumers
- Inadequate digital media storage space and access lead to underleveraged data and missed product and consumer insights
- Poor integration between private and public clouds hinders compute and storage scalability, as well as reliable disaster recovery
- End-to-end workflow execution costs more and takes longer on centralized IT

### Conclusion:

IT needs to re-architect for the digital edge to better leverage new technologies and integrate processes, data, analytics and new channels to capture consumer product data.

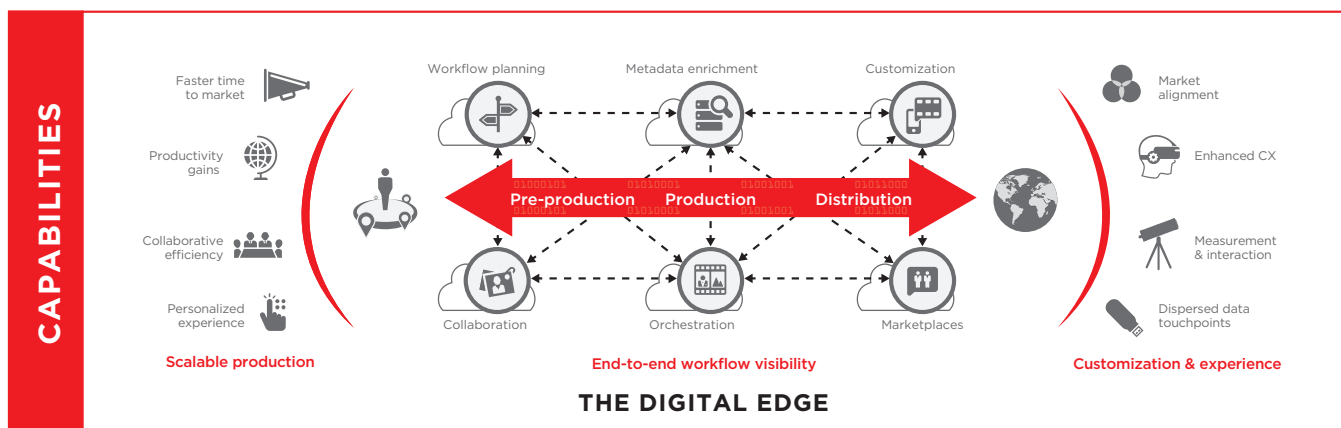


EQUINIX

WHERE OPPORTUNITY CONNECTS

1. Cisco, "The Zettabyte Era: Trends and Analysis," 2016.

## Constraints become capabilities when infrastructures shift from being siloed and fixed to integrated and dynamic.



**Business and technology need to change. To expedite this transformation and meet the growing digital demands, media, entertainment and advertising businesses must re-architect their IT infrastructures. This re-architecture creates capabilities that were previously not possible to achieve.**

### Business-enabled

- Direct interconnection with dense industry ecosystems enables new collaboration and fast innovation, increasing revenue
- Shortening the distance between content, people, locations, data and clouds means faster processing, analytics and insights
- Secure access to vendor-neutral ecosystems offers flexibility and choice
- Moving to the edge allows optimized content delivery worldwide
- Greater responsiveness via fast, low-latency connections increases programmatic ad placements and reduces fraud

### Technology-enabled

- Deploying an interconnection-first strategy and leveraging APIs to quickly establish and manage connectivity to networks and clouds accelerates collaboration, productivity and product delivery
- High-speed, low-latency connections and support of multiple devices and formats speeds product delivery to consumers anywhere, any time
- Data hubs store huge quantities of information where it's created, for easy accessibility for users and analytics services and more timely insights
- Quick and easy deployment of seamless hybrid cloud infrastructures scales resources and improves business continuity

**The digital edge is where to localize delivery of cloud-supported services to your customers, employees and partners.**

### How interconnection and Equinix accelerate digital business and technology transformation

- **Shorten the distance** between your applications and data, customers, employees and partners
- **Localize traffic and services** across all the locations and markets you need to reach and regionalize services globally
- **Integrate and deliver via ecosystem exchanges**, leveraging multiple clouds and SaaS providers to increase your rate of change while interconnecting with digital partners
- **Locate data and analytics closer to users** for improved response times and distributed scale, reducing the amount of data traversing networks

### The Equinix ecosystem advantage

Equinix is where media, entertainment and advertising firms, partners and customers come together and leverage an Interconnection Oriented Architecture™ (IOA™) that enables them to harness the power of direct and secure interconnection. The Equinix media, entertainment and advertising ecosystem consists of more than 462 companies worldwide, 1,600+ networks, 2,750+ cloud and IT service providers and more than 9,500 global businesses.

EMCEE is helping streamline film and video production and distribution services (210 customers; growing 14% year-over-year)

AD-IX™ increases advertising effectiveness and revenue by connecting advertisers with their partners (85+ customers; growing 24% year-over-year)



Equinix Media Cloud Ecosystem for Entertainment



Content Delivery Networks (CDNs)



Equinix AD-IX™

### About Equinix

Equinix, Inc. (Nasdaq: EQIX) connects the world's leading businesses to their customers, employees and partners inside the most interconnected data centers. In 44 markets across five continents, Equinix is where companies come together to realize new opportunities and accelerate their business, IT and cloud strategies.

### Put interconnection first in your digital IT transformation strategy on Platform Equinix™

Media, entertainment and advertising businesses need a platform that supports dynamic bandwidth and connectivity to enable the analytics and control needed to provide end-to-end visibility and insight.

**PLATFORM EQUINIX** brings together the world's market leaders and innovators on a single, global interconnection platform, accelerating business performance and opportunities.

Learn how to build an interconnection-first strategy and create a blueprint for digital transformation. The IOA Playbook outlines four foundational steps for building a digital platform. **Get started today!**