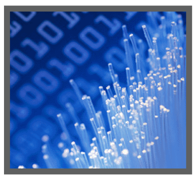
Media Delivery Evolution

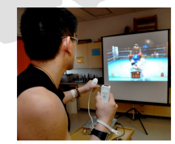
Doug Pasko

Transformation

Service Provider

Experience Provider



- Welcoming Content Distributors
- Competitive Services Welcome
  (Ex: Skype on Wireless, YouTube on FiOS TV)
- Verizon Developer Community
- Open Development Initiative

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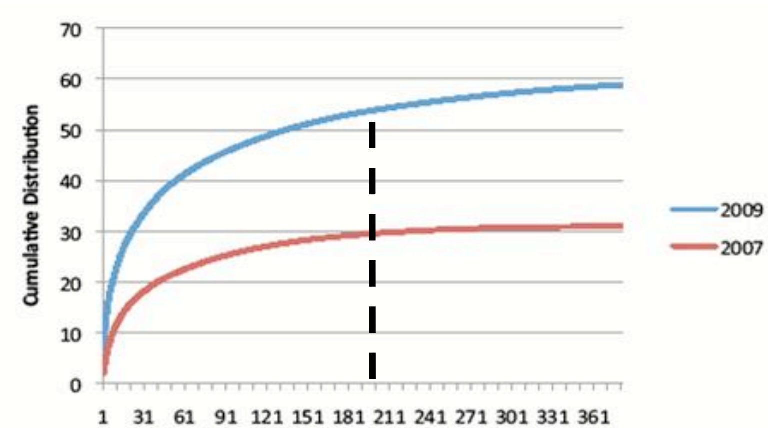
Video is Driving Demand
(No surprise here)

Rank	Provider	%
1	Google	5.03
2	Level(3)	1.78
3	LimeLight	1.52
4	Akamai	1.16
5	Microsoft	0.94
6	Verizon (19262)	0.77
7	Leaseweb	0.74
8	AT&T	0.73
9	Global Crossing	0.70
10	Carpathia Hosting	0.58

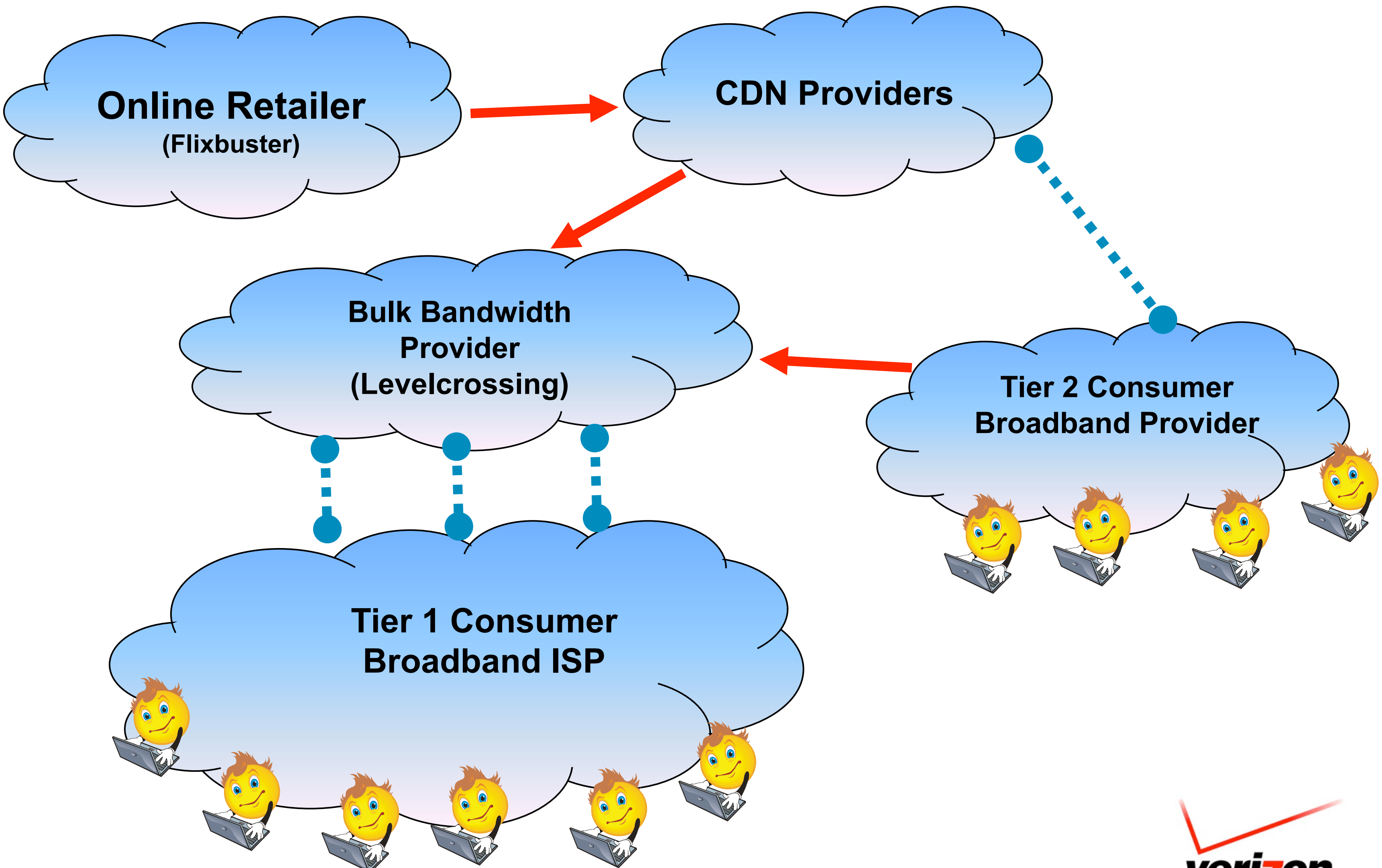
Consolidation of Content *(Grouped Origin ASN)*



In 2007, thousands of ASNs contributed 50% of content
In 2009, 150 ASNs contribute 50% of all Internet traffic
Approximates a power law distribution

ATLAS Report for 2009: Originating Traffic

The Existing Content Ecosystem



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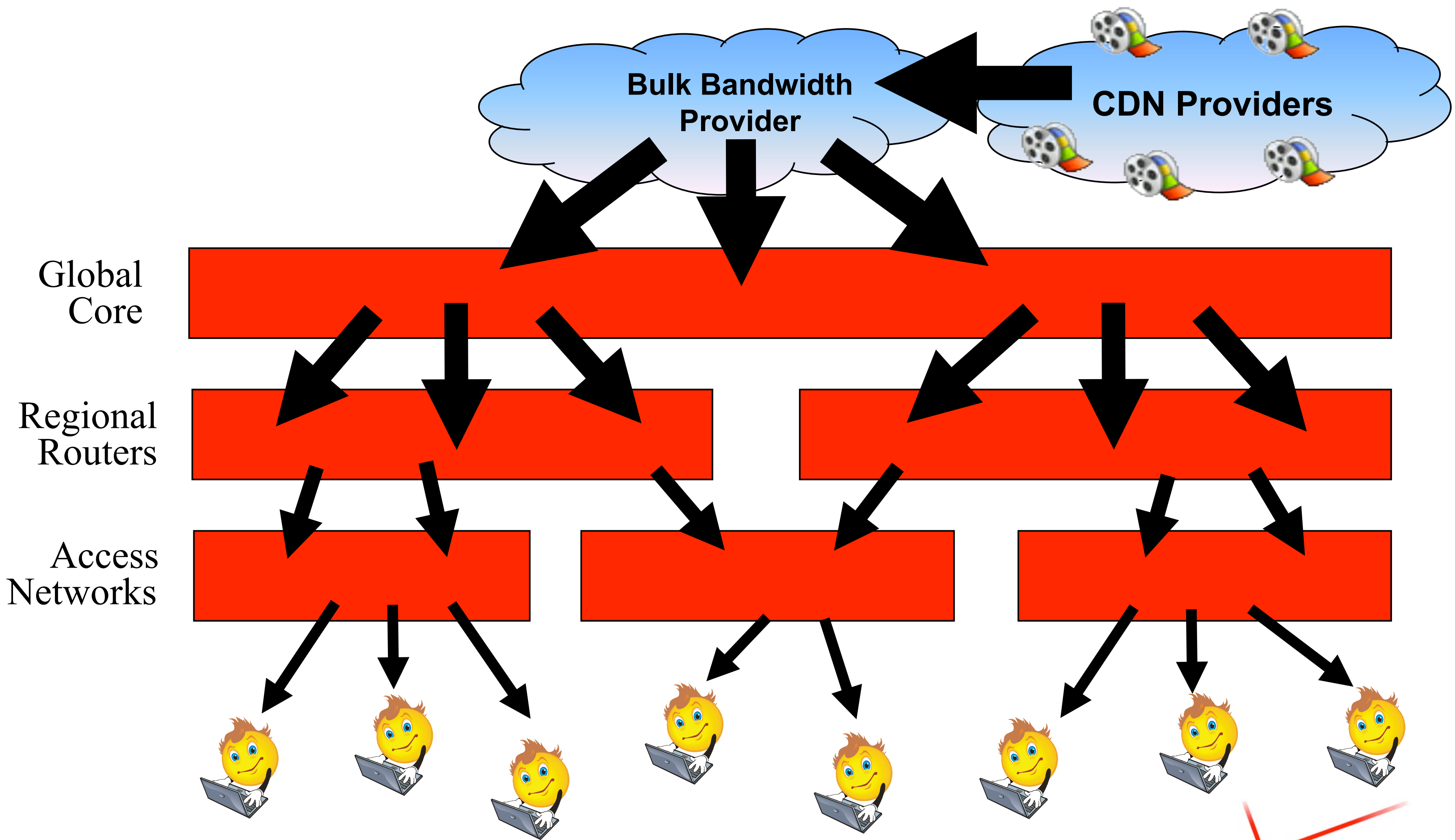
Current Incremental Network Impacts



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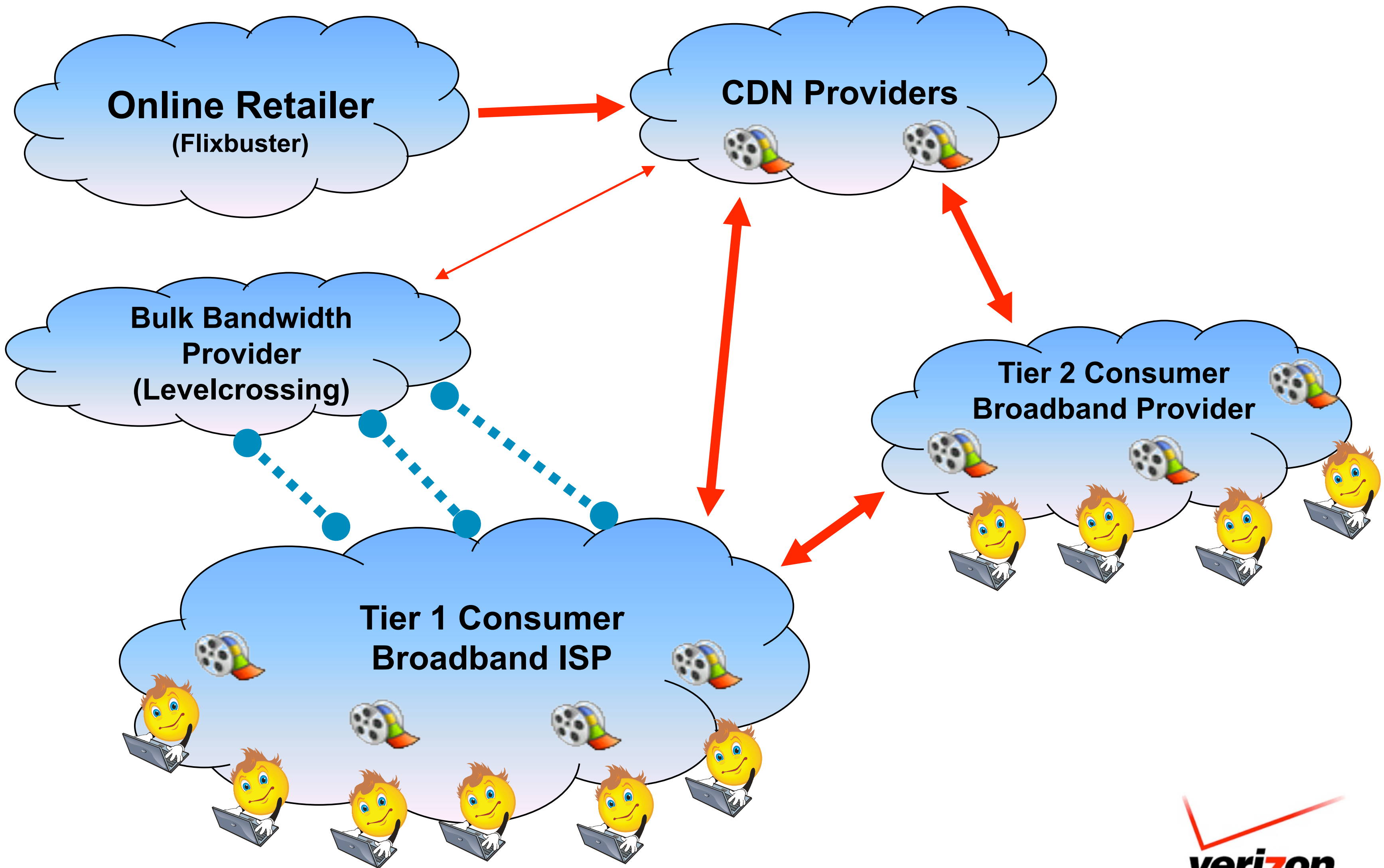
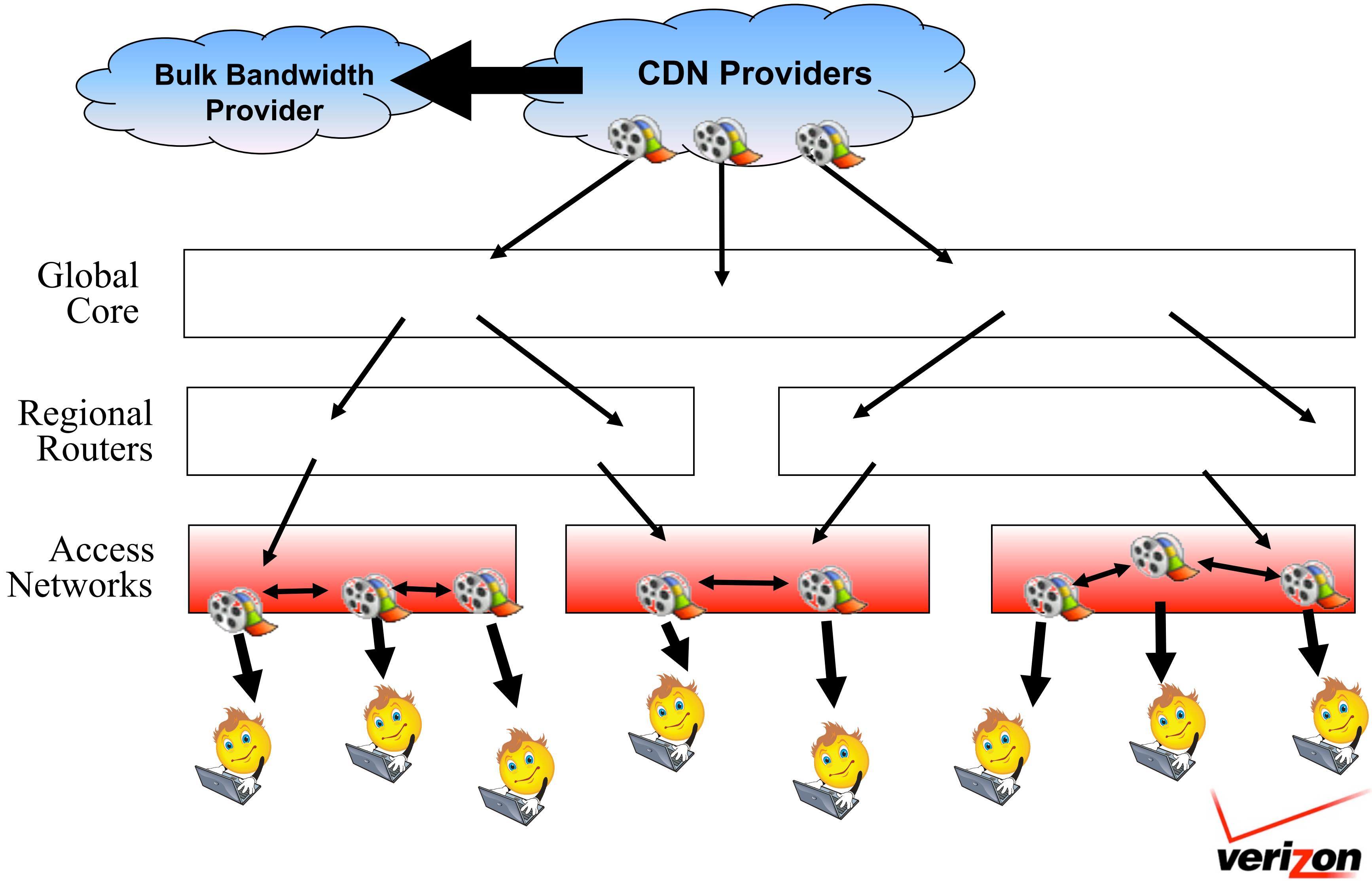
An Alternative Content Ecosystem
(Confederated CDNs)



Incremental Network Impacts

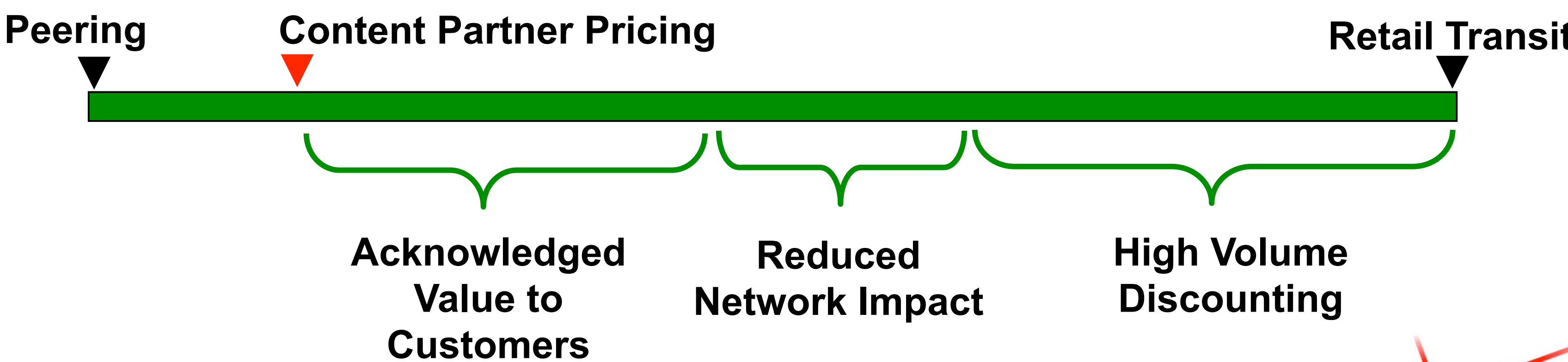


Where to Start?

Direct Connect Content Now

- Verizon’s Partner Port 500 Gigabits/sec (2009)
- Projected 1 to 2 Terabit/sec (2010)

How to Value?



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Embed CDN & Standardize

Embed CDN Technology

- Deeply Deploy CDN Partner(s)
- Deploy Off the Shelf Boxes
- No CDN = No Participation = Poor Cost/Value

New Standards Required

- Inter-CDN Cache Fill
- How to coordinate authorization
- Content control / purging
- Reporting & Statistics consolidation

Closing Comments