Content Delivery Network (CDN) Market by Solutions - Global Forecast to 2020

Description:
"Content Delivery Network (CDN) Market by Solutions (Web Performance Optimization, Media Delivery, Cloud Storage and Data Security, Transparent Caching, Transcoding & Digital Rights Management and Analytics and Monitoring) - Global Forecast to 2020"

Adoption of cloud services, BYOD, CYOD, and mobility adoption trend is increasing. It has made business operations easy for such organizations, but has also increased the complexity for the network providers and page administrators to manage and deliver their contents efficiently. The organizations whose business depends upon the internet started facing difficulties, such as latency and network congestion issues. On the other hand, CDN provides flexibility to organizations to deliver their contents efficiently with QoE and QoS. Moreover, cloud provides flexibility to organizations in choosing solutions that fits their business needs better and pay as per usage and thus has become important for businesses.

Furthermore, the advent of social media and mobile apps has extensively added to data consumption. Social media sites provide a platform to organizations to expand the global reach of their brands as well as to increase their customer base. Thus, the social media marketing strategy is essential for organizations with online business model. With the help of social media, such organizations are able to post their videos and other contents and publish ads and banners on third-party sites as well. Such factors have also been responsible for the vast increase in data consumption and each organization needs CDN and its solutions to deliver its content to target customers, with a better QoE.

The CDN deployment in SMBs is more due to their budget constraints in adopting the on-premises CDN solutions and their increasing numbers, globally. These factors are influencing the growth in the adoption of the CDN market across the world. Major vendors such as Akamai Technologies, Level3 communications, Limelight networks Inc., Internap, Ericsson, CDNetworks, Highwinds, Chinacache, Cloudflare, and Tata Communications are helping enterprises and SMBs deploy CDN to deliver contents in a cost-effective way.

The North American region is dominating the CDN market in 2015. The deployment of CDN in e-commerce, media and entertainment, advertisement, online gaming, ISPs, and other verticals is already in huge numbers. The increasing consumption of cloud services, increasing adoption of mobiles, smartphone, and other devices, and consumption of video over portable devices in countries across APAC, Latin American, and MEA regions are the major factors contributing to the growth of the CDN market. The continuous growth in the integration of various cloud services is further encouraging market growth.

The report would help the market leaders/new entrants in this market in the following ways:

1. This report segments the market into service types, covering this market comprehensively. The report provides the closest approximations of the revenue numbers for the overall market and the sub-segments. The market numbers are further split across different solutions, service provider types, user types, industry verticals, and regions.

2. This report would help them understand the competitors better and gain more insights into positioning one's business. There is a separate section on competitive landscape, including end-user analysis, mergers and acquisitions, and venture capital funding. Besides this, there are company profiles of the ten major players in this market. In this section, market internals are provided that can help place one's company ahead of the competitors.

3. The report helps them understand the pulse of the market and provides information on key market drivers, restraints, challenges, and opportunities.

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