

## TAKE FULL ADVANTAGE OF THE DIGITAL MEDIA REVOLUTION



### The power, performance and connectivity to drive success

There's no industry more dynamic than digital media. New competitors constantly emerge to shake up the status quo, and there's a constant cycle of service and technology development. Consumers are also driving change, as their expectations rise and they interact with their favourite content from an increasing array of powerful devices.

Together, these exciting changes create a climate in which there are challenges to overcome, and huge opportunities to grow and monetise audiences. Success depends on fast, reliable content acquisition and distribution, combined with access to technology, platforms and services that let you operate efficiently and cost-effectively.

You'll find what you need at our data centres, where you're just a Cross Connect away from more than 77% of European GDP; more than 90% of European broadband subscribers; and a huge community of content owners, carriers, cloud platforms and media service providers.

#### Helping you deliver

- **Support for live, real-time and interactive services**, through industry-leading performance and resilience
- **Cost-effective, efficient operations**, through direct connection to carriers, CDNs, media service and cloud providers
- **Revenue opportunities**, through contact with content and monetisation partners inside our data centres
- **Freedom to grow**, through seamless scalability that supports expansion in existing, new and hard-to-access emerging markets



## Addressing the challenges and reaping the rewards



### **Extend your reach and deliver a great experience**

To make your content investment deliver maximum return for your business, you want to reach the largest possible group of consumers. But you also need to provide a slick user experience with reliable video delivery to keep them engaged — after all, in today's competitive market, there are plenty of other entertainment choices to attract wandering eyeballs.

You can choose from a wide range of connectivity partners in our data centres, to get the coverage you need across Europe and beyond. Our neutral data centres are also intersection points for cloud, analytics and adtech platforms, so you can scale easily, use content recommendation engines to keep your audiences engaged, and take advantage of real-time, dynamically targeted and inserted ads to monetise them.



### **Increase flexibility and operational efficiency**

Uncertainty is rife as demand levels, devices, platforms and formats constantly evolve, and competition heats up. To keep pace, you need the flexibility to quickly change what you do, by having access to multiple locations, cloud platforms and connectivity providers. And to stay competitive, you need to operate cost-effectively so that you can continue investing in new services.

Our data centres are home to a huge range of carriers, peering providers, CDNs and cloud providers, so you have all the choices you need to make the most of any opportunity at the right price. And if your infrastructure needs are variable, cloud providers in our data centres offer resources on demand, so you don't have to spend capex on equipment which sits unused when demand is low.



### **Focus on content, not infrastructure**

Increased competition also means you need to focus squarely on producing and distributing the compelling content your audiences want. Reducing the infrastructure management burden by transitioning to new models can free you up to invest more time and resources in producing or acquiring the most valuable content.

Our data centres offer a highly available and secure environment in which to collocate your existing infrastructure in close proximity to major and specialist cloud and media service providers — simplifying the infrastructure challenge and freeing you up to focus on content development.

# How we help digital media companies

## Our digital media community

Within our data centres, companies from all parts of the digital media value chain find the services and partners they need to grow their business.

- **Advertising and marketing.** Ad exchanges, supply- and demand-side platforms, data management platforms, SaaS email and marketing automation platforms deal with trillions of transactions in real-time, combined with multiple, complex data flows. We help you do this more efficiently by providing facilities to house your compute platforms; options for peering with partners and connecting to consumers; access to cloud services; and secure locations for your data.
- **Online gambling.** Online providers of casinos, sports/ event betting, bingo and other games must balance quality of service with cost-effective operations, while meeting country-specific data sovereignty and other regulations. We simplify the challenge by making secure, highly connected data centres available in all major western European countries for infrastructure colocation.
- **Video gaming.** MMOPRGs, MOBAs, casual and mobile gaming providers and cloud gaming platforms must deliver a flawless user experience, maintaining both huge player concurrency and low-latency game and action response. Our data centres provide access to a community of CDNs and peering and IP transit network providers, enabling reach into important markets such as Russia, Turkey and central, eastern and southern Europe; along with access to cloud platforms for game analytics.
- **Broadcasters.** Under pressure from competitors, traditional broadcasters who deliver content to TV and digital platforms are looking to migrate to IP-based production and delivery environments, and from multicast to unicast. The wide range of cloud, connectivity and media service providers present in our data centres will help you achieve the flexibility and cost optimisation you need.
- **Content owners.** To gain maximum value from what they produce, content owners increasingly look to broadcast it themselves, and build direct relationships with consumers. In our data centres you can cross connect to connectivity and media service providers to help you distribute your content to your chosen audiences.
- **Media service providers.** When broadcasters and content owners rely on your company for services such as cloud-based playout, asset management, encoding, rendering or syndication, you need to operate in a highly available and connected environment. At Interxion you'll have direct access to connectivity providers and public cloud platforms for content acquisition and redistribution, a 99.999% SLA to underpin your content contracts — and a ready community of customers for your services.
- **Social media and online entertainment.** Social media firms, content aggregators and publishers must maximise their audience reach and the quality of experience they deliver, especially when it comes to live video. Within our facilities you'll have access to all the connectivity options you need, including CDNs and IP connectivity, to help you reach audiences throughout Europe and Africa.
- **Sports and e-sports.** When consumers are paying to watch a live sporting or eSports event, there can't be a moment of downtime or delay. As well as being located close to sports fans and venues, our highly connected data centres give you access to media service providers via a Cross Connect, and help streamline signal acquisition and redistribution across Europe and beyond.





# Powering your business into the future

## About Interxion

Interxion (NYSE: INXN) is a leading provider of carrier and cloud-neutral colocation data centre services in Europe, serving a wide range of customers through over 45 data centres in 11 European countries. Interxion's uniformly designed, energy efficient data centres offer customers extensive security and uptime for their mission-critical applications. With over 700 connectivity providers, 21 European Internet exchanges, and most leading cloud and digital media platforms across its footprint, Interxion has created connectivity, cloud, content and finance hubs that foster growing customer communities of interest.

For more information, please visit [www.interxion.com](http://www.interxion.com)

## Nurturing development and growth

Within our data centre campuses you'll never need to worry about the availability of space or power as you grow, nor the continuing availability and physical security of your systems. We're leaders in innovative data-centre design, build, operation and management, and all our data centres have ISO 27001 and BS 25999 certification, and offer a 99.999% availability SLA. We're also recognised for the quality of our ITIL-accredited, multilingual 24x7 customer service team.

Our digital media industry experts will work with you to optimise the location of your platform and your networking strategy. Our on-the-ground teams offer local market and regulatory knowledge, and are on hand to advise you as you expand into new geographies.

These are all reasons why over 200 companies who play significant roles in the digital media industry are among more than 1,700 organisations who've chosen to build their businesses with us.

# >45

>45 data centres in 11 countries across Europe

# 200

>200 strong digital media community

# 90%

Direct connectivity to >90% of European broadband users

# >700

More than 700 connectivity providers and 21 leading internet exchanges

# 24x7

24x7 operation, monitoring and customer service

# >77%

>77% of Europe's GDP is within 30ms



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**Cofounder:** Uptime Institute EMEA chapter, **Founding member:** European Data Centre Association, **Patron:** European Internet Exchange Association, **Member:** The Green Grid, with role on Advisory Council and Technical Committee, **Contributor:** EC Joint Research Centre on Sustainability, **Member:** EuroCloud.

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