AT&T Content Delivery Network
Accelerate, optimize and control content distribution

As broadband adoption and the consumption of digital media continues to rise, so do your customers’ expectations.

To meet them, you need to accelerate the delivery of digital assets – from web page content and applications to movies, live events and large graphic-intensive files. You also need to optimize and personalize those assets for growing volumes of mobile users who want to view and interact with rich content from anywhere, using any device.

In short, you need to deliver a flexible, responsive and engaging web experience to attract and keep customer attention, loyalty and business.

The high-performance AT&T Content Delivery Network (AT&T CDN) offers a faster, easier way to distribute digital assets while you increase visibility, control and customer satisfaction.

**Speed Content Delivery**
AT&T CDN lets you take advantage of the extended reach of the AT&T global IP network, one of the largest in the world.

To speed page loads, media downloads and application performance, the AT&T CDN:

- Replicates content across multiple servers, strategically located across the AT&T network to bring content and application logic closer to users
- Maps user requests to the optimal edge server to decrease latency, bypass bottlenecks and increase service continuity
- Uses dynamic site acceleration (DSA) to speed content delivery of highly interactive, personalized content and applications

**Mobilize Assets to Maximize Value**
Getting the most value from your apps and digital assets means providing virtually anytime, anywhere access – wrapped around an intuitive and highly personalized user experience. But, constantly changing mobile devices and platforms can increase the complexity of making that experience a positive one.

In response, the AT&T CDN significantly optimizes content for a range of mobile solutions:

- Evaluates incoming HTTP requests to automatically direct specific devices to the appropriate mobile or full site to improve response times
- Applies front-end optimization to decrease page rendering times across a range of browsers and client devices
- Compresses .jpg images for delivery to mobile devices, based on real-time network conditions, to improve performance

**Improve Analytics and Content Management**
The AT&T CDN management portal provides a variety of self-service tools for greater flexibility and precise control over content delivery to help you optimize performance where it is needed.

**HTTP Rules Engine**
Create custom rules for caching content and determining how and when digital assets should be distributed, according to your business rules and relationships, security and syndication policies or other governing factors.

**Benefits**
- Lower capital investments and on-going costs
- DSA to accelerate dynamic, personalized content to end users
- Rapid delivery of digital assets for happier customers
- Reduced site abandonment for increased user satisfaction and revenue
- Powerful management and reporting tools to control resources, enforce policies and increase value
- Support for IPv6 without upgrading your website

**Features**
- Small object delivery to optimize page load times
- HTTP Large File delivery for progressive download video, software distribution and rich media files
- Full-featured streaming media support for live and on demand delivery
- Reliable TV-like video quality HTTP adaptive streaming
- Token-based authentication
- Secure Socket Layer (SSL)
- AT&T CDN origin storage can reduce demands on core storage resources
- Self-service portal for granular control, timely reports and analytics
Reporting and Analysis Tools
Highly detailed stats and metrics can be aggregated, analyzed and reported in ways that are the most meaningful to your business. Whether you want to track bandwidth utilization, user loyalty, geographic breakdowns or other key data, graphical data presentation makes information easy to view and understand. You can also provision subaccounts with separate rules or review analytics and reports by department, brand, country or web property.

Reduce Capex
With AT&T CDN, you can tap into these powerful, scalable resources instead of building, expanding and supporting your own data center infrastructure to deliver content globally, while you help to lower capex and operational costs. AT&T can also provide you with a single source for CDN, hosting, IP networking and managed security services.

Deliver An Engaging Online Experience
Don’t let slow-loading content and sluggish application performance jeopardize revenue, customer satisfaction or loyalty. Find out more about how AT&T CDN can quicken delivery – for users that hate to wait and content that’s too good to miss.

For more information, contact your AT&T Representative or visit us at www.att.com/cdn.