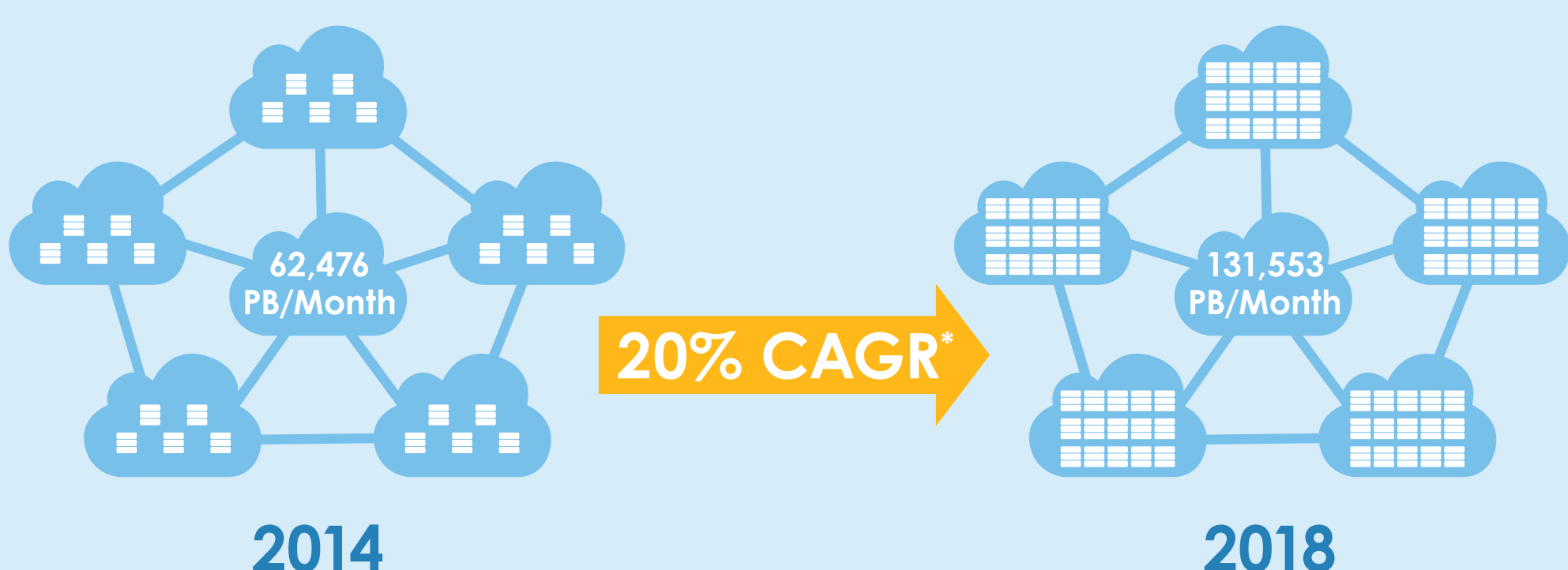


DATA BOOM DRIVES INTERNET GROWTH AT THE NEW EDGE

Internet Data Volume is Exploding!

As data volume explodes, the Internet needs more physical infrastructure (data centers, servers, switches and networking equipment) to handle all the traffic.

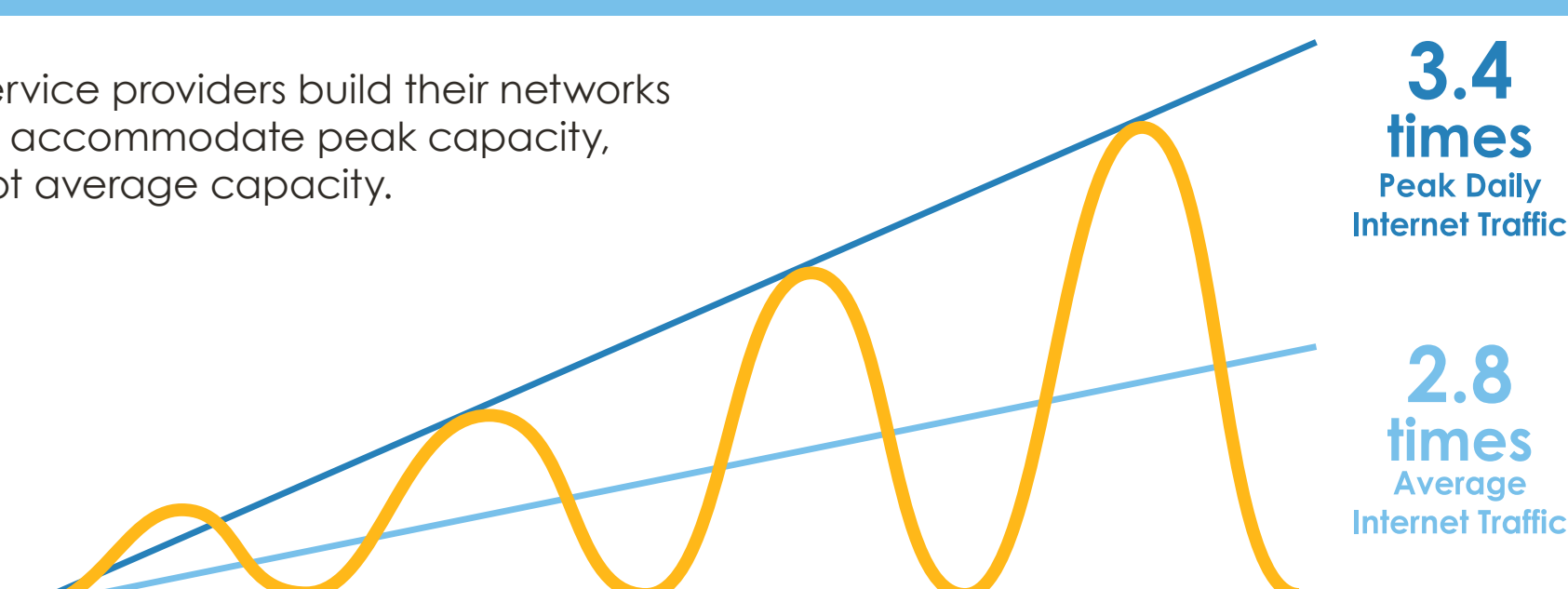
IP Traffic, 2014–2018



* Compound Annual Growth Rate of Global Internet Traffic

Peak Demand Traffic is Growing Faster than Average Internet Traffic

Service providers build their networks to accommodate peak capacity, not average capacity.



(Source: Cisco Visual Networking Index: Forecast and Methodology, 2013–2018)

Growth Accelerates at the Internet's New Edge

As competition has grown, content producers, service providers and enterprises have focused on costs and performance as key differentiators.



The End Results:

1. Traffic increasingly originates & terminates in the same metro



2. The Internet's New Edge has expanded to new Tier 2 markets



(Source: Cisco Visual Networking Index: Forecast and Methodology, 2013–2018)

The Impact of the Internet's New Edge

The Internet's New Edge needs neutral marketplaces to efficiently exchange network traffic. Doing so helps content producers, cloud services and enterprises to move content closer to their customers more efficiently and cost effectively.

The Rapid Growth of Internet Exchanges in Traditionally Tier 2 Markets

