



Media

The Future is @ the Edge of the Cloud

In the digital world, every interaction leaves a data footprint. **Right now, there are more than 4.2 billion internet users around the world with nearly a million minutes of video content per second.**¹ As media experiences become more personal, it is crucial to be closer to your customers at the point of consumption. This is one of the main reasons why bringing the content to the “edge” is becoming more and more necessary to remain competitive and increase revenues.

This industry faces challenges like never before including huge amounts of compute capacity for

rendering, low-latency requirements and reducing the risk of security breaches.

Cologix offers solutions for the Media and Entertainment industry with the possibility to accelerate the performance of their infrastructure. We offer a wide range of network providers, giving you the possibility to reduce latency while offering proximity to optimal cloud providers within our ecosystems, including service providers that maintain critical certifications and security features.

¹<https://wearesocial.com/us/blog/2018/01/global-digital-report-2018>

Challenges	Solutions
The Media and Entertainment industry needs a sizable and scalable solution to their data requirements.	Cologix data centers offer direct connectivity to a robust network & cloud ecosystems. We keep inventory in stock to offer scalability and flexibility to our Media and Entertainment customers with scalable infrastructures tailored for performance.
Many companies will experience increases and decreases in data storage.	Our seasoned experts will help you design solutions, allowing you to increase and decrease your storage needs. Customers have access to connect to a wide range of cloud providers with a private, secure connection right to the “edge.” Cologix provides hybrid infrastructure options to serve your needs, including very high density racks in our hyperscale facilities.
Media companies are becoming much more mobile and need to increase efficiencies in their infrastructure. They need their data in a secure location where it can be accessed at any time.	At Cologix, we have a dedicated group of experts who focus on finding the latest technologies in order to respond to our customers stringent needs now and in the future, along with support services 24/7/365.
The Media and Entertainment industry cannot risk downtime in this highly-competitive environment.	Cologix reduces the risk of downtime in our secure facilities that follow uptime design requirements, offering many certifications and compliances.



Media

Cologix Benefits

- Reduce bandwidth costs via direct access to independent internet exchanges for streamlined peering access to a broad set of regional fiber networks & IPS
- Optimize relationships with large direct peers, or eyeball networks. Gain direct connectivity to incumbent LECs/ISPs in each market
- Better performance by delivering closer to the edge, which is critical for a consistent and solid performance
- Compliant data centers to minimize natural disaster risk across North America

Highly Strategic, Cloud & Network Connectivity-Centric Platform



Stats

- More than 480 billion google searches in the end of Q1 2019 ²
- According to WebFX, 440,000 gigabytes of data is being uploaded on the internet every minute ²
- In 2021, there will be 2.14 billion buyers across the world ³

Valued Partners



² <https://techjury.net/stats-about/internet/#gref>

³ <https://www.statista.com/statistics/251666/number-of-digital-buyers-worldwide/>