

PRODUCTS & SERVICES

EQUINIX MEDIA & ENTERTAINMENT ECOSYSTEM™

Enabling media and entertainment companies to reach their creative goals

Cloud services are being quickly adopted worldwide, and Equinix leads the way in making the cloud an easier place to do business, offering reliability, safety, control and security with over 500 cloud providers and more than 1,000 network service providers.

To meet the unique needs of the media and entertainment (M&E) industry, Equinix has created the Equinix Media and Entertainment Ecosystem™ (EMEE) — a solution that leverages our global facilities and the software defined network (SDN) provisioning power of the Equinix Cloud Exchange™.

With the EMEE, entertainment companies benefit from partner ecosystems available in the Equinix Cloud Exchange ecosystem, and the on-demand, low-latency, high-bandwidth interconnections built between these entities on a production-by-production basis.

EMEE participants also benefit from direct access to more than 1,000 network service providers in the EDMIX ecosystem.

Key features of the EMEE include:

Pre-Production

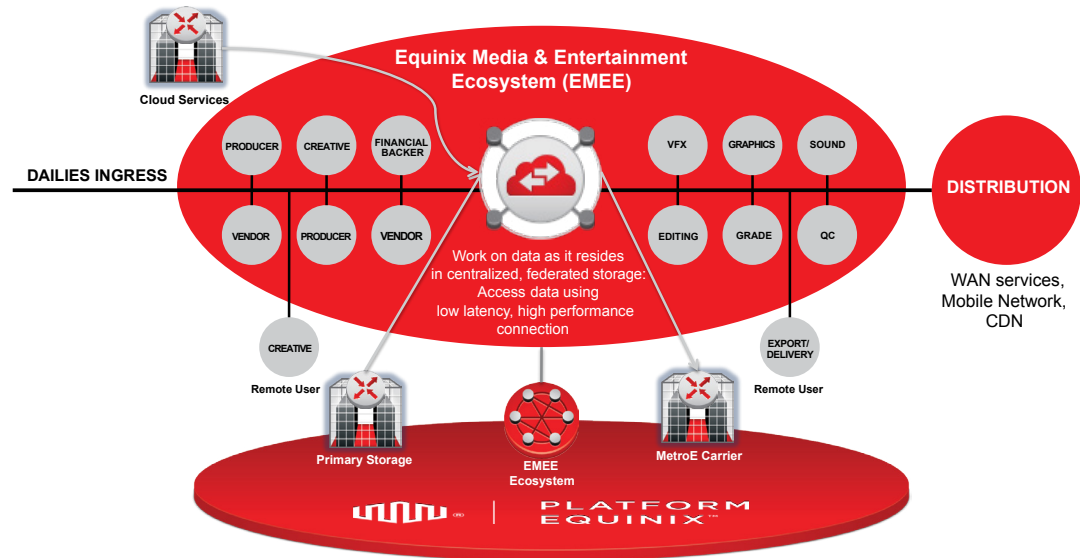
- Reach shoot locations with on-demand bandwidth that can be provisioned without extended contracts tied to the location
- Reduced time to get dailies to producers and other key personnel
- Security and privacy of Layer 2 transport services from major network service providers

Post-Production

EMEE technology advances M&E companies to separate compute from storage, which means your company can “Bring the Post-Production Ecosystem to the Digital Asset,” instead of the other way around.

- Minimize time lost in transporting digital assets
- Leverage workflows to allow for flexibility in the creative process
- Minimize storage requirements at production facilities
- EMEE low-latency enables improved performance within collaboration tools and applications
- With EMEE, you can now work in post production in federated storage – creating a safe and secure workflow

Equinix Media and Entertainment Ecosystem Workflow



*Equinix Media and Entertainment Ecosystem leverages the Equinix Cloud Exchange and Ethernet Exchange platform

Transport

As digital video assets have continued to grow in size due to the continued shift to higher resolution production, the challenge will be to transport large amounts of data at high speed from production locations to post-production, and between post-production houses and the producer's facility.

EMEE leverages the Equinix Cloud Exchange network of cloud service providers and our SDN to offer the lowest latency, most rapidly provisioned non-contracted connectivity available – changing provisioning time from days to minutes.

- Capacity can be delivered on an “On Demand” and non-contracted basis, moving your cost from a CAPEX model to an OPEX “pay-as-you-go” bandwidth and connectivity model
- Capacity can be dynamically increased or decreased based on production needs

On-Demand cloud connection is accessed utilizing the EMEE portal and application programming interfaces (API) to simplify the process of managing connections to multiple cloud services.

Efficiency Gains with the Media and Entertainment Ecosystem

Removing Barriers to Creativity

- Reduce and control latency across the network
- Improve collaboration tools and applications performance
- Remote VFX and animation work becomes possible with federated storage, high-bandwidth, low-latency interconnection
- EMEE's low-latency connectivity to cloud services such as AWS, MS Azure and Google helps with data movement in and out of cloud services, creating a secure, private cloud environment for workflows
- Storage and network locations are optimized, enabling remote work, reduced data movement, and facilitating collaboration via work-in-progress archive
- Highly flexible, scalable and configurable, on-demand bandwidth process change, not a change to existing creative tools - creative companies in the EMEE will reap the benefits of more efficient workflows without new software investment and training on new toolsets

Benefits of the Media and Entertainment Ecosystem

The Media and Entertainment Ecosystem is a platform that enables the direct integration of film and video production workflows among M&E partners and over 500 cloud providers hosted within Equinix's 100+ global data centers.

Evolve Your Ecosystem

- Connect to the best vendor for the job on a production-by-production basis
- Work in a collaborative environment with your production partners
- Connect to your partners on-the-fly using our portal and five-minute provisioning
- Work in secure, private cloud environments
- Bring the Post-Production Ecosystem to the Digital Asset
- A process change, not a change to existing creative tools

Why Equinix?

- Deep expertise in operating global exchange platforms. Equinix delivers over 145,000 cross connects among its 4,750 customers.
- Global reach. Equinix expands your market reach, offering over 100 data centers in 33 major metro areas across 15 countries.
- Equinix hosts 500+ cloud service providers. As enterprises continue to adopt cloud services, Equinix becomes a logical place to connect to them.
- Equinix connects 1,000+ network service providers. Enterprises and cloud service providers can choose from a wide range of vendors to provide a range of network services.
- Industry-leading operational expertise and scale: since 1998, Equinix has invested more than \$7.5B in our data center platform.