

Introducing the Equinix Media & Entertainment Ecosystem



EQUINIX

EMEE
Overview & Positioning

10-15th September 2015

Equinix

Where Opportunity Connects

Equinix, Inc. (Nasdaq: EQIX) connects the world's leading businesses to their customers, employees and partners inside the most interconnected data centers - in 33 markets across five continents, Equinix is where companies come together to realize new opportunities and accelerate their business, IT and cloud strategies.



Equinix

Connecting The World's Leading Businesses

GLOBAL DATA CENTERS

100+ Data Centers
33 Metros
11M+ Square Feet
Green by Design

INTERCONNECTION SOLUTIONS

160,000+ Cross Connects
Cloud Exchange™, Performance Hub™,
and Internet Exchange
100% of Tier 1 Network Routes

BUSINESS ECOSYSTEMS

6,250+ Businesses
Equinix Marketplace™
Revenue Opportunities

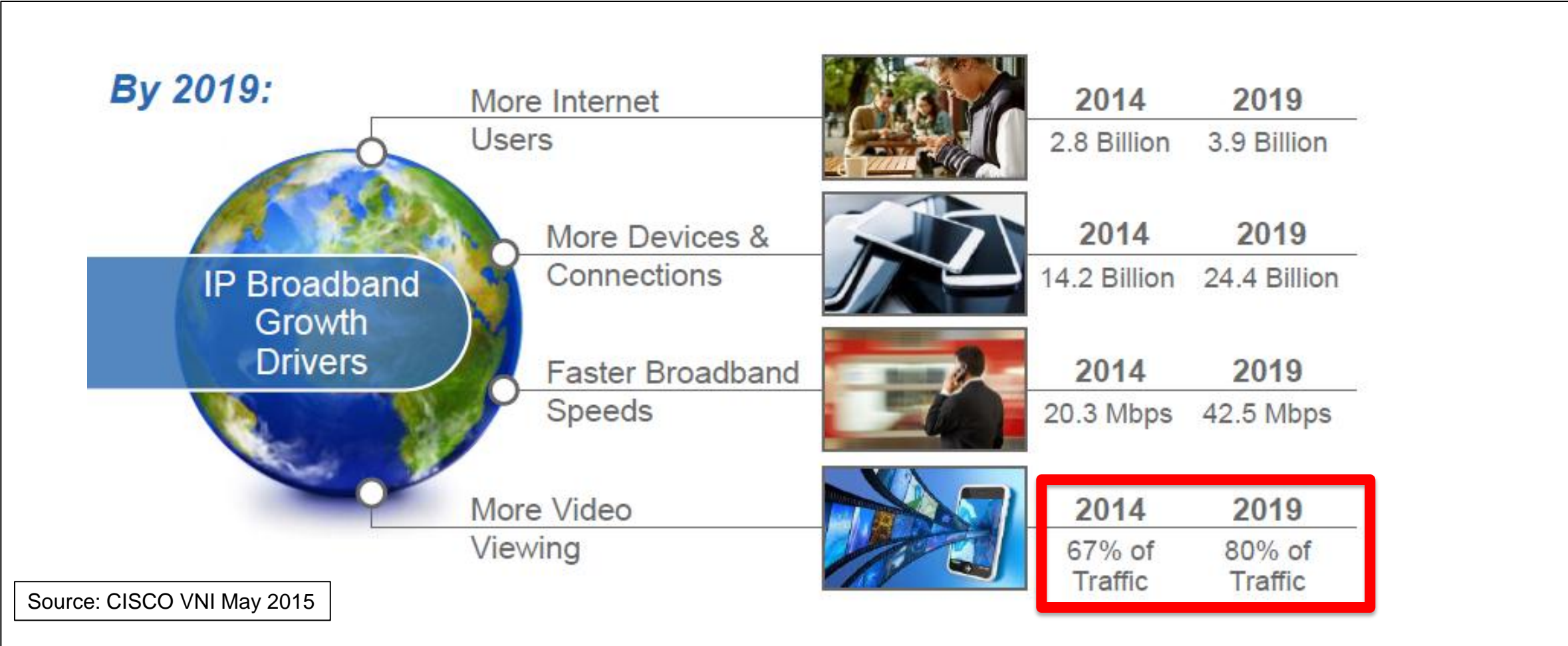
PROVEN EXPERTISE

99.9999% Uptime Record
World Class Partners
Solution Design and Validation
Professional Services



Global IP Traffic & Service Adoption Drivers

Growth Projections 2014-2019



The Changing Digital Media Landscape

iPlayer

- Since launch in 2007 there have been 14 billion requests for TV and radio programmes
- 2.6 billion requests in the last 12 months, up 10% YOY – partly attributed to 'Download to Watch'
- Available on over 1,700 devices & platforms

CDN Market is estimated to grow from \$3.7 billion in 2014 to \$12.6 billion by 2019

YouTube

- Over 1 billion users
- 300 hours of video are uploaded to YouTube every minute
- Number of hours being watched is up 50% YOY

Online video platform market estimated to reach \$800.2 million by 2019

NETFLIX

- Now accounts for 37% of downstream internet traffic in North America up by 2% since November 2014
- 40 million subscribers in the US and more than 60 million globally
- Creating exclusive content

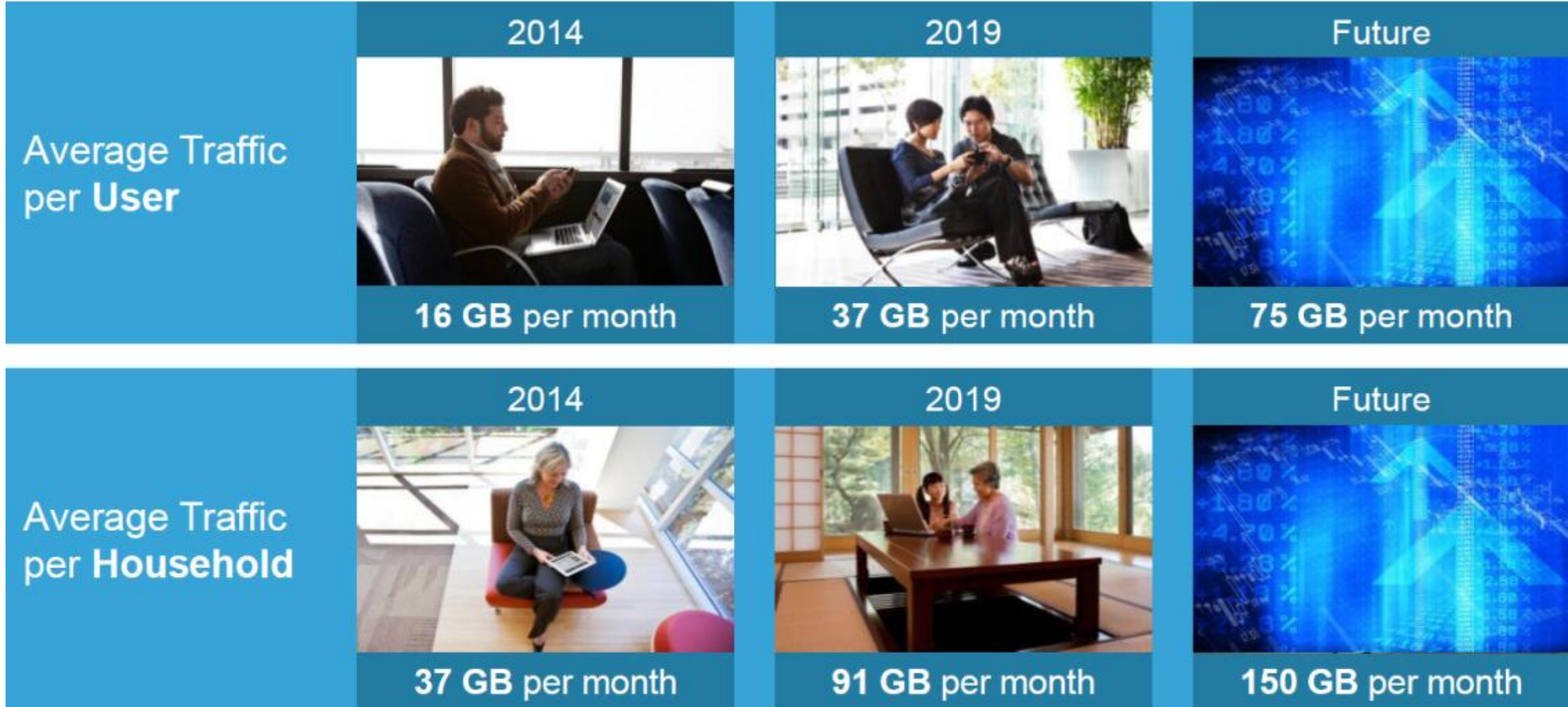


Cloud based media workflows to grow nine-fold by 2020

Sources: CISCO VNI May 2015, Frost & Sullivan 2014, eweek.com, markets andmarket.com

Average Global Internet Bandwidth Usage

Growth Projections 2014-2019



Source: CISCO VNI May 2015

The Opportunity for Equinix in the Digital Media Landscape

As interconnectivity between digital media enterprises grows, business requirements are changing

- To realise the benefits of interconnection, digital media enterprises need to evolve their **skills and working practices** and to **co-operate and collaborate** with others
- They also need to put in place the **infrastructure to support interconnectivity**, including networking technology and software
- As interconnectivity grows, the **need for interoperability** between different systems and processes will increase
- **High-bandwidth, low-latency platforms** that can **leverage economics of cloud** can support faster collaboration within and between companies **will increase in importance**

1

Content Creation

Equinix helps deliver content, data and other digital assets through digital connections

2

Content Management

Equinix helps simplify complex workflows and leverage cloud and external expertise

3

Content Delivery

Equinix helps distribute content widely and to securely gather and analyse customer data

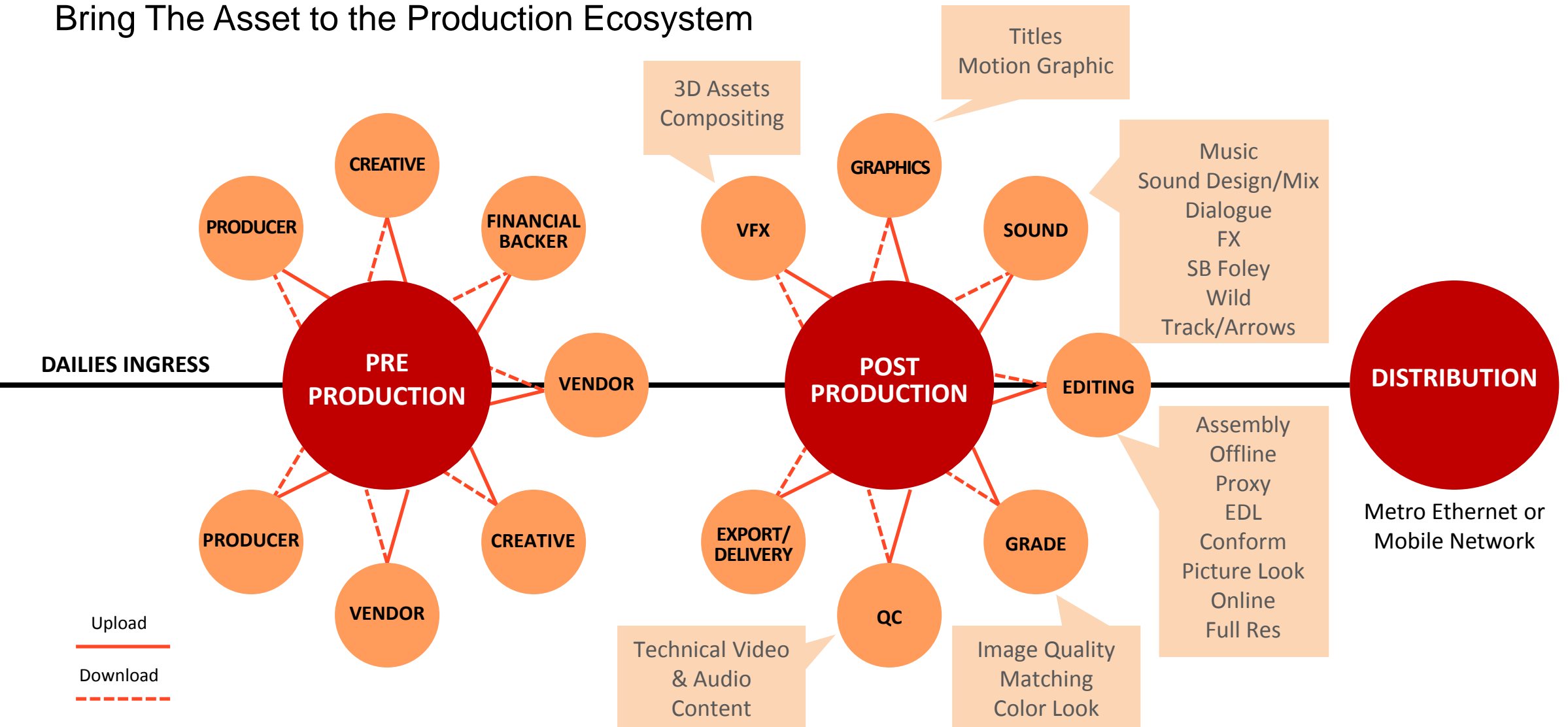
IBC 2015

Understanding the Production Workflow



Workflow Today

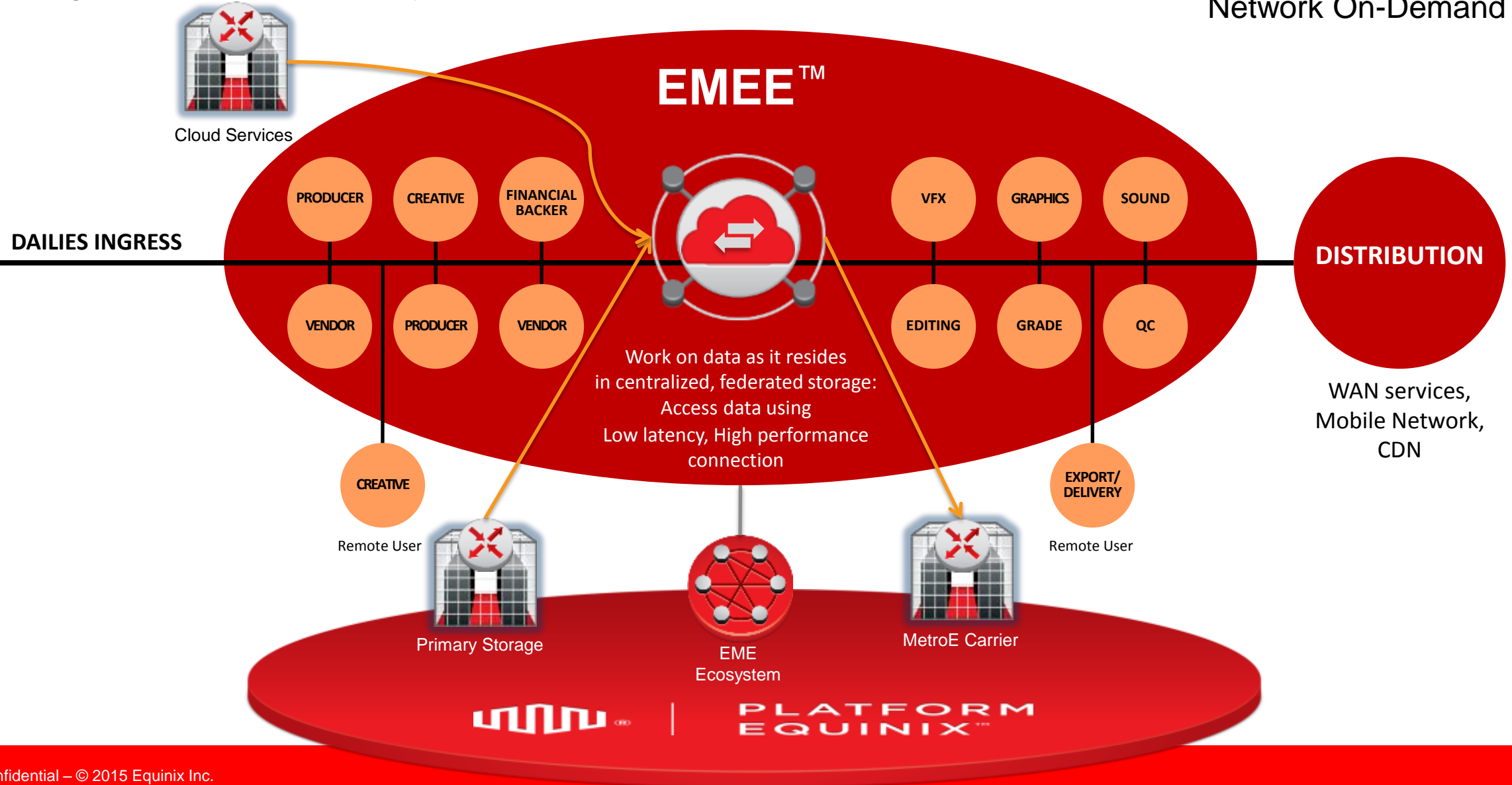
Bring The Asset to the Production Ecosystem



Equinix Media & Entertainment Ecosystem (EMEE)

Bring the Production Ecosystem to the Asset

Network On-Demand



EMEE

Key Benefits

Pre Production

- On Demand bandwidth at remote shoot locations
- Move from CAPEX to OPEX
- Transport 'digital dailies' to central storage and to key personnel for review
- Security and Privacy of Layer 2 Transport services
- Existing SP companies have links in place to studio & broadcasting community: euNetworks, ZAYO, Level 3

Post Production

- Condense the workflow – streamline the traditional piecemeal process
- Minimize time lost in repeatedly transporting digital asset
- Minimise storage requirements at production facilities
- No change to existing creative process or toolsets
- Simple connection via ECX
- Access to Global Post Production partners

Distribution

- Access to 1,000+ Networks, CDN's ISP's, 500+ Cloud Service Providers
- Onward delivery to broadcasters, theatres, OTT, ISP's, mobile networks
- Access to Global digital media partners
- Equinix EMEA IBX's are FACT certified

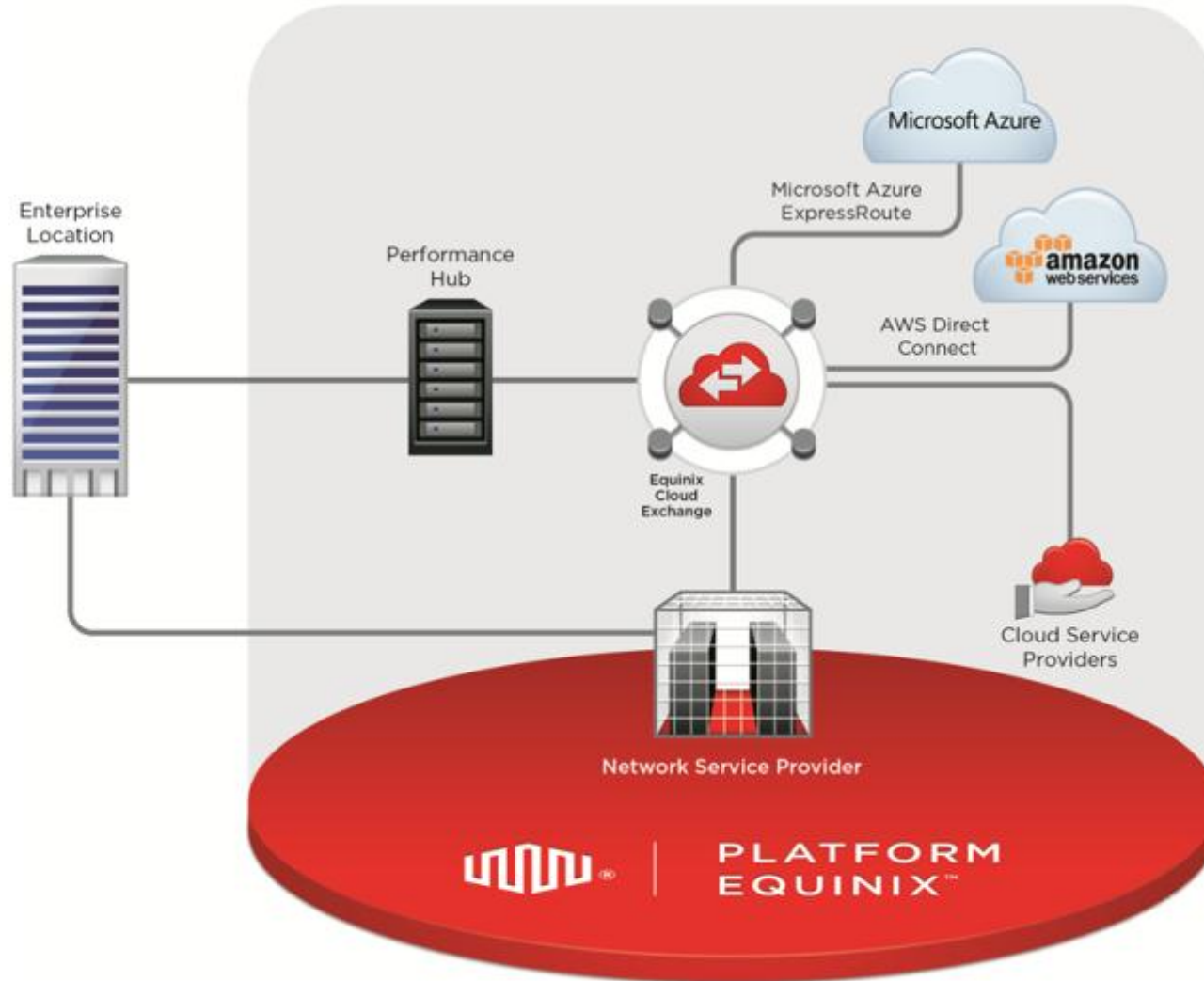
Equinix Global footprint matches key Media & Entertainment industry hubs: SV/LA/NY/LON/HK/SG/SY



Cloud Enablement

Equinix Cloud Exchange

ECX: Unmatched Multi-Cloud Flexibility



Benefits

- One to many virtual connections to multiple cloud providers
- Direct, secure, private connection
- Automated, near real-time provisioning
- Consistent throughput and low latency
- Cost-effective
- Flexible connectivity options

Features

- Layer 2 Ethernet service
- 200M, 500M, 1G virtual connections on 1GB or 10GB physical ports
- 99.999% High availability platform
- 19 Global markets supported
- Integrated APIs and Portal

Key Challenges for Service Providers

- Need For Incremental Revenue Generation
 - Increasing competition has resulted in a scramble for new revenue
- Reducing costs associated with service delivery
 - High cost of service delivery is impacting profitability as the cloud becomes a commodity
- Overcoming security concerns to cloud adoption
 - Growing threats over the public internet are still acting as strong barriers to enterprise cloud adoption
- Performance, Availability & Scalability of services
 - ‘PAS’ are increasingly becoming key differentiators that separate the big players
- Catering to geographically distributed clientele
 - Larger enterprises require a broader footprint and prefer a single cloud vendor
- Getting closer to customer’s infrastructure
 - Migration of mission critical applications necessitate lower latency
- Gaining easy access to network backbones
 - Choosing the right carrier for the best performance

EMEA Cloud & IT Services Ecosystem



Locations: United Kingdom, Netherlands, Germany, France, Switzerland & UAE

480+ Cloud & IT Providers



675+ Networks Providers





EQUINIX

WHERE OPPORTUNITY CONNECTS

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