

Asia-Pacific Content Delivery Network Market – Global Industry Size, Share, Trends, Opportunity, and Forecast. 2018-2028F Segmented By Type (Video CDN and Non-Video CDN), By Service Provider (Traditional Content Delivery Network, Cloud Service Providers, Telco Content Delivery Network and Others), By Solution (Media Delivery, Web Performance Optimization and Cloud Security), By Adjacent Service (Storage Services, Website & API Management, Network Optimization Services, Support & Maintenance and Others), By Content Type (Static and Dynamic), By End-User (Media & Communication, Retail & E-Commerce, Gaming, BFSI and Others), By Country, Competition

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Abstracts

Asia-Pacific Content Delivery Network market is witnessing significant growth due to the surging demand for online gaming, creating opportunities for enterprises to enhance their website performance and user experience. The adoption of content delivery networks has emerged as a key technology for improving site speed, reliability, and protection against cyber threats. Notably, sectors such as ecommerce, media & entertainment, and online gaming are extensively utilizing content delivery network solutions to ensure robust architecture and deliver exceptional services to customers. Furthermore, the market growth is driven by the increasing prevalence of cloud-enabled

services, which provide enhanced website security, improved content availability, reduced network latency, and leverage technologies like Internet of Things (IoT). As the region experiences rapid digitization and technology continues to play a crucial role, the Asia-Pacific content delivery network market is expected to expand consistently in the foreseeable future.

Enterprises across various industries are recognizing the value of integrating content delivery networks into their infrastructure to achieve better performance, cost savings, and superior protection against cyber threats. The market's trajectory is shaped by the growing reliance on cloud-enabled services, including advanced website security, increased content availability, lower network latency, and the utilization of cutting-edge technologies such as IoT, 5G infrastructure, and real-time analytics enabled by ML and AI. These trends, coupled with the ongoing digitization and the pivotal role of technology, are expected to fuel the growth of the Asia-Pacific content delivery network market throughout the forecast period.

A Content Delivery Network (CDN) is a distributed network of servers and data centers that efficiently delivers web content to a large user base. These networks, also known as edge servers, are strategically located to ensure optimal performance and high-quality service delivery in real-time. By storing cached copies of website content across multiple servers, CDNs reduce the distance between users and servers, resulting in improved internet services. CDNs play a crucial role in enabling web publishers to provide faster and superior performance to users by distributing content from nearby servers. The components of CDN include Points of Presence (PoP), storage systems, and caching servers. Businesses can improve connectivity, scalability, bandwidth consumption, latency, traffic spike management, outsource infrastructure support, security measures, user satisfaction, faster content delivery, and enhanced e-commerce capabilities by utilizing CDN services. Leading CDN solutions in the market include KeyCDN, Rackspace, Google Cloud CDN, Akamai Site Shield, Amazon CloudFront, and Cloudflare.

Expansion of E-Commerce Industries

E-commerce industries in Asia-Pacific are continuously expanding in response to the change in consumer behavior. The rapid expansion of the market requires the interaction between businesses that serve online content to the customers. As majority of e-commerce business are mobile, industries and the associated stores heavily rely on content delivery network services to manage business approach, serving global audience, therefore ensuring all customers with a pleasant user experience, regardless

of location to resolve with modern IT architecture. Content delivery network is bridging the gap between IT and businesses by improving agility, efficiency and quickly delivering IT resources at an affordable cost. Utilizing the content delivery network services enables businesses to offer a better edge to ecommerce industries, advancing their industrial automation across various organization. The connected supply chain, business operations and seamless transactions on mobile and desktop devices process depend heavily on connected and smart items. The development of content delivery network services made it possible for e-commerce to use such applications for increasing reliability, reduced network latency, analyzing data in real time, and resilience against cyber-attacks. Thus, the increasing demand for security in the e-commerce sector has anticipated the demand for content delivery network across Asia-Pacific.

Increasing Preference for CDN Services for Dynamic Content Needs

The Asia-Pacific Content Delivery Network market is growing due to increasing preference for content delivery network services for dynamic content requirement as the content delivery networks are highly competitive in terms of service quality. Enterprises are using edge servers for localizing the catch, necessitating dynamic security. Improved speed and quality are required for dynamic content, such as streaming video and real-time Voice over IP (VoIP). Services are offering high-performance standards without requiring massively distributed infrastructure, enabling high levels of reliable security and superior efficacy in terms of scalability, owing to lower costs and content management outsourcing. As a result, software-defined networking (SDN) and network function virtualization (NFV) technologies are rapidly gaining popularity. The increasing need for modern services and applications require dynamic content to be effectively and efficiently delivered to regional as well as globally distributed audiences. The edge computing functions, advanced compression techniques, and new coding languages enablement in content delivery network for increasing delivery efficiency is propelling the Asia-Pacific Content Delivery Network Market for the upcoming years.

Growing Demand for Online Gaming is Pushing the Market Growth

In recent years, the demand for online mobile games has witnessed significant growth, primarily driven by the widespread adoption of smartphones and tablets. These devices have empowered consumers to access games anytime and anywhere, leading to the emergence of a lucrative market for game developers and service providers. As the gaming industry shifts towards a predominantly online model, it has become imperative for enterprises to ensure uninterrupted high performance and availability of their gaming

services. This entails implementing robust technologies and solutions that can meet the evolving demands of gamers and provide them with seamless experiences. By prioritizing constant availability and delivering exceptional performance, businesses can effectively tap into the thriving online gaming market and cater to the needs of an increasingly mobile and connected audience.

Content Delivery Networks (CDNs) is a key enabler for gaming industry as it provides the distributed nature of CDN servers that facilitates faster web performance by delivering cached content from servers, closer to users. In addition, low latency requirements are especially crucial in games that require a quick response time. Any millisecond in delay due to high latency, could negatively impact the gameplay and affect the entire game experience. By using a CDN server instead of original server based on geographical location, the server can reduce latency in online gaming services by 60%. This enables the gaming content to be transmitted at a faster pace which contributes to quicker initial downloads, faster updates, and quick downloads with sophisticated and more responsive gameplay services. Moreover, many enterprises such as Nintendo Co. Ltd, Epic MegaGames, Inc., etc., have integrated content delivery network to reinforce protection against potential attacks and eliminate the cost of improving hardware needed for server deployment and management. Therefore, the growing demand for online gaming is a major trend for the growth of Asia-Pacific Content Delivery Network Market in the forecast period.

Rising Demand for Digital Content and Improved Bounce Rate

The Asia-Pacific content delivery network market is growing due to rising demand for online streaming services, along with rising demand for multimedia content. The market has created various opportunities for content delivery service providers, and the industry is growing significantly over traditional hosting servers. The services are offering high-performance standards without requiring massively distributed infrastructure, enabling high levels of reliable security and superior efficacy in terms of scalability due to lower costs and content management outsourcing. As a result, SDN and NFV technologies are rapidly gaining popularity. The increasing need for modern services and applications requires dynamic content to be effectively and efficiently delivered to a globally distributed audience. Moreover, Numerous web hosting companies and businesses are utilizing CDN to reduce bounce rates and speed up the process of establishing a secure connection via HTTPS. The need for CDN is growing quickly among web hosting companies, and these reasons are causing the content delivery network market's revenue to expand. Therefore, rising demand for digital content and improved bounce rate have attributed to the growth of Asia-Pacific Content Delivery Network market

throughout the projected period.

Market Segments

The Asia-Pacific Content Delivery Network Market is segmented based on type, service provider, solution, adjacent service, content type, end-user, and country. Based on type, the market is bifurcated into Video CDN and Non-Video CDN. Based on service provider, the market is segmented into traditional content delivery network, cloud service providers, telco content delivery network and others. Based on solution, the market is segmented into media delivery, web performance optimization, and cloud security. Based on adjacent service, the market is categorized into storage services, website & API management, network optimization services, support & maintenance, and others. Based on content type, the market is segmented into static and dynamic. The end-user segment is categorized into media & communication, retail & E-commerce, gaming, BFSI, and others. Based on country, the market is divided into China, Japan, India, Australia, South Korea, Malaysia, Singapore, Indonesia, Thailand, Vietnam, and Rest of Asia-Pacific.

Market Players

Major market players of Asia-Pacific Content Delivery Network Market are Amazon Web Services, Inc., Akamai Technologies Inc., Wangsu Science & Technology Co. Ltd, CenturyLink Technology Singapore Pte. Ltd., Verizon Communication Inc., Limelight Networks, Inc., CDNetworks Co Ltd, Internap Japan Co. Ltd, Cloudflare Inc., and Tata Communication Ltd.

Report Scope:

In this report, Asia-Pacific Content Delivery Network Market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

Asia-Pacific Content Delivery Network Market, By Type

Video CDN

Non-Video CDN

Asia-Pacific Content Delivery Network Market, By Service Provider

Traditional Content Delivery Network

Cloud Service Providers

Telco Content Delivery Network

Others

Asia-Pacific Content Delivery Network Market, By Solution

Media Delivery

Web Performance Optimization

Cloud Security

Asia-Pacific Content Delivery Network Market, By Adjacent Service

Storage Services

Website & API Management

Network Optimization Services

Support & Maintenance

Others

Asia-Pacific Content Delivery Network Market, By Content Type

Static

Dynamic

Asia-Pacific Content Delivery Network Market, By End-User

Retail & E-Commerce

Media & Communication

Gaming

BFSI

Others

Asia-Pacific Content Delivery Network Market, By Country:

China

Japan

India

Australia

South Korea

Malaysia

Singapore

Indonesia

Thailand

Vietnam

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in Asia-Pacific Content Delivery Network Market

Available Customizations:

Asia-Pacific Content Delivery Network Market with the given market data, Tech Sci

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Research offers customizations according to a company's specific needs. The following customization options are available for the report:

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Detailed analysis and profiling of additional market players (up to five).

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