

## **CenturyLink Doubles Content Delivery Network Capacity Across Asia Pacific in View of Strong Demand**

*Expansion brings increased bandwidth and enables faster digital content delivery for digital businesses at the edge*

SINGAPORE, Dec. 10, 2019 /[PRNewswire](#)/ -- [CenturyLink, Inc.](#) (NYSE: CTL) today announced it has strengthened its content delivery network (CDN) service capabilities in 11 cities across Asia Pacific (APAC) to cater to growing demands from global broadcasters, over the top (OTT) video streaming platforms and gaming companies to deliver high-performing web applications, ultra-high-definition (UHD) video streaming and game downloads.

Francis Thangasamy, vice president, product management and services, CenturyLink Asia Pacific commented: "Expanding our physical network footprint in APAC while enabling performance improvements in hard to reach markets with our hybrid, peer-assisted CDN can provide CenturyLink customers a true competitive advantage. Our high-performing global CDN leverages consumer device telemetry, data science and disruptive edge delivery methodologies to help improve user experience during peak traffic hours and minimize the risk of inadequate or inaccurate planning for large events. We are also excited to share that CenturyLink is providing services for a prominent company that will broadcast a major sports event next year in Japan."

CenturyLink recently acquired innovative video delivery solutions provider Streamroot and its peer-assisted streaming and multi-CDN capabilities as part of its strategic CDN expansion plans. Streamroot's disruptive content delivery model incorporates consumer devices into an edge-based delivery architecture offering the ability to achieve performance otherwise not feasible with conventional CDN delivery methods.

Pierre-Louis Theron, vice president of product management for CenturyLink and former CEO of Streamroot said: "APAC is demonstrating interest and early adoption of peer-assisted CDN streaming technology. Multi-CDN hybrid delivery solutions offer higher reliability by further decentralizing the distribution model to create more nodes in hard to reach locations. With this delivery technology, streaming providers do not have to overprovision bandwidth or make exclusive commitments to multiple CDN vendors to help ensure a seamless streaming experience."

Gaijin Entertainment, an independent video game developer and publisher specializing in the development of computer games and related technologies such as War Thunder, Star Conflict, Crossout and Cuisine Royale has partnered with CenturyLink to leverage its multi-CDN model, which is currently carrying more than half of Gaijin's traffic.

Gleb Yalchik, chief technical officer, Gaijin Entertainment said: "We have been working with CenturyLink for a couple of years now and there have not been any major incidents, which is important for the reliable delivery of content to our clients. That helps us to deliver excellent service to our players all over the world. War Thunder, Crossout, Cuisine Royale and Star Conflict fans can be sure they will have the best gaming experience at any time and in any part of the globe."

## Additional Resources

- CenturyLink was named a leader in IDC MarketScape: Worldwide Commercial CDN 2019 Vendor Assessment. Learn more here: <https://news.centurylink.com/2019-10-08-CenturyLink-named-a-Leader-in-IDC-MarketScape-Worldwide-Commercial-CDN-Vendors-Report>
- View a short video overviewing CenturyLink's CDN capabilities: <https://youtu.be/d8xa1pn3NHo>
- Discover more about CenturyLink's content delivery services: <https://www.centurylink.com.sg/networking/cdn.html>

## About CenturyLink

CenturyLink (NYSE: CTL) is a technology leader delivering hybrid networking, cloud connectivity, and security solutions to customers around the world. Through its extensive global fiber network, CenturyLink provides secure and reliable services to meet the growing digital demands of businesses and consumers. CenturyLink strives to be the trusted connection to the networked world and is focused on delivering technology that enhances the customer experience. Learn more at <https://news.centurylink.com/>.

Video - <https://www.youtube.com/watch?v=d8xa1pn3NHo>

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Additional assets available online:

**Photos (1)**  
**Video (1)**



<https://news.lumen.com/2019-12-09-CenturyLink-Doubles-Content-Delivery-Network-Capacity-Across-Asia-Pacific-in-View-of-Strong-Demand>