Global Content Delivery Network Market Research Report: by Type (Standard Content Delivery Network, Video Content Delivery Network), Solution (Media Delivery, Web Performance Optimization, Cloud Security), Application (OTT Streaming, Network Optimization, Website & API Management, Analytics & Performance Monitoring), Service Provider (Telco Content Delivery Network, Traditional Content Delivery Network, Cloud Services Providers and Others), Vertical (Media & Entertainment, Retail & e-commerce, Gaming, BFSI, IT & Telecommunication, Education and Others) and Region - Forecast till 2024

Market Snapshot

The Global Content Delivery Network (CDN) Market is expected to expand at 26.5% CAGR during the forecast period.

The global CDN market is expected to witness substantial growth during the forecast period. In 2018, North America dominated the global CDN market, whereas, Europe is expected to dominate the market during the review period. The increasing adoption of the Internet of Things (IoT) technology and smart devices such as smartphones and smart TV globally is driving the growth of the market. Moreover, the growing bring your own device (BYOD) trend and mobility among enterprise which requires faster response time and decreased downtime of websites have increased the need for CDNs. Additionally, the growth in the demand for 4K/8K Ultra HD resolution video content is also contributing to the market growth. The content delivery network is a geographically distributed network of optimized servers designed to deliver content such as media, web applications, APIs, and software. The network of servers is dispersed across multiple physical and network locations to process end-user requests and queries directly, which ensures the fast and secure delivery of media.

Global CDN Market, by Type, 2018 vs 2024

The content delivery network (CDN) is a distributed platform of global servers that provide fast delivery of content over the Internet. CDNs lower the network latency as they cache the information on multiple servers and direct the content to the user; therefore, they allow the user to load content irrespective of their location rapidly and reduces the page load time. Additionally, CDN also reduces content traction time, as it directs the website requests to the nearest globally distributed network of servers or point-of-presence (PoP); this eventually leads to the reduction of latency. One of the major factors contributing to the growth of the CDN market is the rising demand for high-performance content delivery networks. The rapid growth in sharing of content, images, and videos due to the adoption of the Internet, smart devices, mobile phones, and applications has led to increasing the traffic of networks; therefore, CDNs are used to deliver content on time.
For the research study, the global CDN market, by type, has been segmented into standard content delivery network, and video content delivery network, that includes live linear streaming, on-demand streaming, and live streaming. The video content delivery network segment in the CDN market research study is anticipated to dominate the market during the forecast period owing to the rise in the number of video contents.

**Companies Covered**
The key players of global CDN market are Akamai Technologies Inc. (US), Limelight Networks Inc. (US), CenturyLink (US), Tata Communications Ltd (India), Fastly Inc (US), StackPath, LLC (US), CDNetworks Co. Ltd (South Korea), Verizon Communications Inc. (US), Amazon.com Inc. (US), AT&T Inc. (US) and Comcast Corporation (US) among others.

**Regional Analysis**
The global CDN market, by region, has been segmented into Asia-Pacific, North America, Europe, and the Middle East & Africa, and South America. North America is anticipated to lead the CDN market during the study period, followed by Europe. The early adoption of IoT technology and smart devices such as smartphones and smart TV in North America are some of the factors driving the growth of the regional market. Furthermore, the presence of technology leaders such as Akamai Technologies Inc., Verizon Digital Media, Amazon Web Services, and CenturyLink is expected to contribute to the growth of the CDN market in the region. The US, followed by Canada, dominates the market in North America. The market in Asia-Pacific is also expected to hold a significant share. China is expected to dominate the market in the Asia-Pacific region.

**Key Developments**
- **In April 2019**, Akamai partnered with Microsoft Azure to integrate Akamai’s content delivery network (CDN) capabilities with Microsoft Azure Media Services. This integration will make it easier and cost efficient for media organizations to combine edge delivery with cloud-based video processing. Through Azure Media Service, Akamai will enhance the delivery of on-demand and live streaming workflows.
- **In February 2019**, CenturyLink expanded its CDN capabilities services to Latin America in Brazil and Chile due to high demand for content from this region.
- **In October 2018**, Limelight Networks collaborated with Ericsson for content delivery and edge cloud services. With this collaboration, Ericsson is expected to integrate Limelight’s content delivery solution on its Unified Delivery Network (UDN) Edge Cloud Platform which will increase its global delivery capabilities.
- **In November 2018**, StackPath partnered with Sectigo, an IT security solutions provider, to offer the latter a private SSL certificate with StackPath’s content delivery network (CDN), Edge Delivery subscriptions, and web application firewall (WAF). This SSL certificate helps in increasing end user security, accelerating authentication, and taking the burden of SSL authentication and validation off an application, website, or cloud service’s origin servers.
- **In January 2017**, Tata Communications launched a CDN service powered by BitGravity for interactive broadcasting. This service provides immediate access to content, including HD videos.

**Market Segmentation**
- By Type—Standard content delivery network, video content delivery network
- By Solutions—Media delivery, web performance optimization, cloud security
- By Application—OTT streaming, network optimization, website & API management, analytics & performance monitoring
- By Service Providers—Telco content delivery network, traditional content delivery network, cloud services providers, and others
Infographic Summary:

Global Content Delivery Network (CDN) Market is Expected To Reach Market Value Of USD 35,472.0 Million By 2024.

- **Geographical overview**
  - North America
  - Europe
  - Asia-Pacific
  - Rest of the World

- **Drivers**
  - Rising Demand for High-Performance Content Delivery Network for Website Performance Optimization
  - Increasing Need for 4K/8K Ultra HD Resolution in Video Content

- **Restraints**
  - Concerns Regarding Piracy of Content

- **Opportunity**
  - Introduction and Subsequent Integration of 5G Technology

- **Key Players**
  - Verizon
  - Akamai
  - CenturyLink
  - Amazon Web Services

By Vertical—Media & entertainment, retail & e-commerce, gaming, BFSI, IT & telecommunication, education, and others
By Region—North America, Europe, Asia-Pacific, and the rest of the world
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