

# CHINA ACCELERATION VIA LOCAL CONTENT DELIVERY NETWORK

## Accelerate website and applications into Mainland China

### Ensure content stays online and can be accessed quickly by anyone in China

CDNetworks is a trusted content delivery network provider, with expert knowledge of what it takes to keep websites online in Mainland China. CDNetworks has expert knowledge and experience of Chinese internet regulations, and its CDN is fully licensed by the Chinese government. CDNetworks will ensure that content is accessible to everyone in China, with speedy load times, and all the necessary registrations and licenses.

- Authorised by the Chinese government as license registrar
- Extensive experience with government regulations, helping websites stay online
- Robust network in China, ensuring content is accessible to anyone in-country with fast load times

The Golden Shield, or 'The Great Firewall of China', limits what people in mainland China can search for and what websites can be accessed online, and is largely underestimated by Western brands targeting the Chinese market. But as a content provider, there are no second chances with being approved to pass the Golden Shield: once you're blocked, you're blocked.

The firewall also means non-Chinese websites can load approximately 40% to 50% slower compared to those delivered in-country. This makes a local, trusted Content Delivery Network partner essential in order to ensure content will be accessible and load quickly throughout the country, despite fragmentation between ISPs that can limit local access. Aside from the technology, that partner also needs to provide advice on the correct licences (e.g. ICP licenses) and consult on how to be compliant with Chinese regulations and cultural expectations.

## What CDNetworks offers:

### True China presence:

CDNetworks boasts a robust content delivery infrastructure that optimises content and application delivery and ensures fast load times across China's multiple ISPs

### Designed for China delivery:

We route content and applications for minimal latency across China's internet to end users

### Licensed by the Chinese government:

China's internet landscape continues to change in real time. CDNetworks is your trusted partner to navigate the ever changing rules and regulations

### Overcoming the Great Firewall:

CDNetworks understands in detail what can cause a website to be blocked in China, and works with clients to make sure no content will create problems

### Licences:

CDNetworks provides local, Chinese-language consultative services that help brands ensure that their websites have the current ICP Bei'An licence, and any additional industry-dependent licences

### Cultural advice:

Expectations of online content are different in China to elsewhere in the world. CDNetworks has the experience to advise on how to best present your content so it is well-received

## About CDNetworks

CDNetworks is a global content delivery network ( CDN ) with a fully integrated cloud solution, offering unparalleled speed, security and reliability for the almost instant delivery of web content. Optimised for any device, browser and network, we ensure all users have fast and safe web experience - whether you're serving B2B or B2C customers, mobile employees or remote offices.

CDNetworks accelerates and secures websites and web applications over our strategically built network of global PoPs in both established and emerging markets. We specialise in those parts of the world where keeping a website accessible is most difficult: Mainland China, Russia, South East Asia and the Middle East.

Since 2000, we have been providing our customers with exceptional customer services and support, thanks to our teams of dedicated tech engineers located across the globe. CDNetworks has offices located in the UK, France, Germany, US, South Korea, China, Japan, and Singapore.

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