



# Fastly for Digital Publishing

Increase visitor engagement and empower editors with faster, real-time content distribution

## Overview

In the 24-hour cycle of news, media, and entertainment, your audience has a growing number of content providers competing for their time. It's no surprise that they expect the latest information to be tailored and delivered in highly responsive web and mobile experiences, even during major news events. Content delivery networks (CDNs) help address these challenges by serving your digital content faster and allowing you to optimize visitor experiences. However, due to inherent shortcomings of traditional CDNs, editors have had to sacrifice real-time publishing and visibility. With Fastly, your editorial cycles no longer have to wait on antiquated workflows.

## Why Fastly

Fastly is a modern CDN designed to meet the needs of today's digital publishers. Our architecture allows you to serve content faster than traditional CDNs, due to our ability to cache frequently and unpredictably changing items and keep more in cache at the edge — closer to your visitors. We also make it easy to deliver tailored experiences in real time, regardless of device type or network. In short, we give you an unprecedented level of performance and control on a single, secure platform. That's why leading digital publishers, including About.com, Business Insider, BuzzFeed, Drupal Association, Fast Company, the Guardian, Hearst, Inc., Vox Media, Wikia, and WIRED, rely on Fastly to optimize their visitor experience across devices.

## FAST COMPANY

**"The ability to update in real time should be a standard for all media sites — nowadays, everything is so fast, and readers need content to be delivered in real time. No one wants to wait. If you're a media company and not using a modern CDN, you're not providing the best experience for your readers. Fastly definitely gives us that competitive edge."**

*Harry Guillermo  
Senior Developer*



### Empower editors to publish in real time

With Fastly you can add, remove, or update content instantly from within your existing content management system (CMS) workflow. Other CDNs require minutes to hours before outdated content is deleted from cache or new content is added. Fastly stops delivering the specified cached copy of your content within 150 milliseconds of receiving a purge request. This functionality can be easily integrated into your existing CMS workflow via plugins, including WordPress and Drupal, or by calling our API. With Fastly, your editors have confidence that their latest content is immediately available worldwide.



### Deliver a consistently fast, rich media experience

Fastly ensures your visitors continuously get a high-performance experience regardless of traffic spikes or infrastructure failure.

# BUSINESS INSIDER

**“We were able to simply drop Fastly on top of our current implementation, which was a huge advantage. It was clear that other CDNs would have required us to change a lot of our infrastructure, but Fastly acts as an extension of our stack.”**

*Julie Sommerville  
VP of Engineering*

like those that can result from breaking news or a new viral video sensation. Even if your site comes under deliberate attack, we are designed to absorb distributed denial-of-service (DDoS) traffic without disrupting the experience of legitimate visitors. If your server goes down or takes longer than usual to update, Fastly's Serve Stale feature gives you the option of serving slightly outdated content rather than an error message.



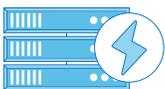
## Personalize content to increase engagement

Tailor your customers' experiences by quickly serving personalized content through Fastly in order to increase engagement. We make it easy to deliver content based on visitors' geo-location, browser-specified language preference, device type, or any other aspect of their request by computing logic at the edge. The functionality is included in our standard service and can even be used to run your own A/B tests to optimize experiences around the world. Unlike other multivariate testing platforms, Fastly doesn't use third-party tags in your HTML, which require sending requests back to your origin server. As a result your site runs faster and you save on hardware costs with fewer requests to origin.



## Secure and authenticate at the edge

Fastly is a certified Level 1 Service Provider, compliant with the Payment Card Industry Data Security Standard (PCI DSS). We support Transport Layer Security (TLS), the next-generation encryption protocol. As part of our standard service, you can terminate secure TLS connections at our network edge, closer to customers, offloading encrypted traffic from your web server for better performance. We also give you the power to control visitor access to content at the edge of our network with paywall authentication. You can even cache authentication responses to increase the speed of future requests from the same user. Validation at Fastly's edge is much faster than sending requests back to your authentication server and waiting for a response.



## Improve business agility

Fastly's platform allows your team to gain granular control over how your content is served and make changes as needed. Since we empower you to edit and deploy your own configurations, you can make iterative enhancements instantly. Configuration changes can be activated globally in seconds by using the Fastly user interface or by calling our API. Once your change is live, utilize our real-time logs to glean insights into how users are engaging with your content. This lets you refine your settings over time for the optimal user experience.