Fastly for Digital Publishing
Increase visitor engagement and empower editors with faster, near real-time content distribution

Overview
In the 24-hour cycle of news and entertainment, your audience has a growing number of content providers competing for their time. They expect the latest information to be tailored and delivered where they are, regardless of platform and location. This holds true even during major news events. Content delivery networks (CDNs) can help address these challenges by serving your digital content faster and allow you to customize and optimize visitor experiences. Inherent shortcomings of traditional CDNs often had editors sacrifice real-time publishing and visibility, but with Fastly, your editorial cycles are no longer a prisoner of antiquated workflows.

Why Fastly?
Fastly is a modern CDN designed to meet the needs of digital publishers. Our architecture allows you to serve content faster than traditional CDNs due to the ability to cache and keep more content in cache at the edge—closer to your visitors. We make it easy to deliver tailored experiences in near real time, regardless of device, location, or network. In short, we give you an unprecedented level of both 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 bring unsurpassed experiences to their visitors.

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 Other CDNs require minutes—sometimes hours—before outdated and cached content is deleted. Fastly can stop delivering specific cached copies of your content within a mean time of 150 milliseconds of receiving a purge request! This functionality can be easily integrated into your existing CMS workflow via plugins, such as WordPress and Drupal, and via API calls. With Fastly, your editors have confidence that their content is both current and immediately available worldwide.

Deliver a consistently fast, rich media experience
Fastly continuously ensures your visitors get a high-performance experience regardless of traffic spikes from breaking news, viral content, or even infrastructure failure. The Fastly network is also designed to absorb distributed denial-of-service (DDoS) traffic without disrupting the experience of legitimate visitors. And if your server goes down or takes longer than usual to update, Fastly’s Serve Stale feature gives you the option of serving previous content rather than an error message.
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Personalize content to increase engagement
Increase engagement with your viewers using tailored and personalized content served through Fastly. We make it easy to get customized content based on geo-location, browser-specified language preference, device type, and any other aspect of the request using logic at the edge. This functionality is included in our standard service and can be used to run your own A/B tests to optimize experiences and engagement around the world. Unlike other multivariate testing platforms, Fastly does not use third-party HTML tags, which require sending requests back to your origin server. As a result, your site runs faster, and fewer requests to origin will help save on your operating cost.

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), and 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 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 the edge directly translates to time savings and a better user experience.

Improve business agility
Fastly’s platform allows your team to gain and maintain granular control over how your content is served, while also making changes as needed. We empower you to edit and deploy your own configurations so you can make iterative enhancements instantly. Configuration changes can be activated around the globe in seconds by using the Fastly user interface or API calls. Once your change is live, you can utilize our real-time logs to glean insights into exactly how visitors are engaging with your content, and you can continue to refine your settings for an optimal user experience.

Getting started
For more information, on Fastly, please contact us at sales@fastly.com.

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