

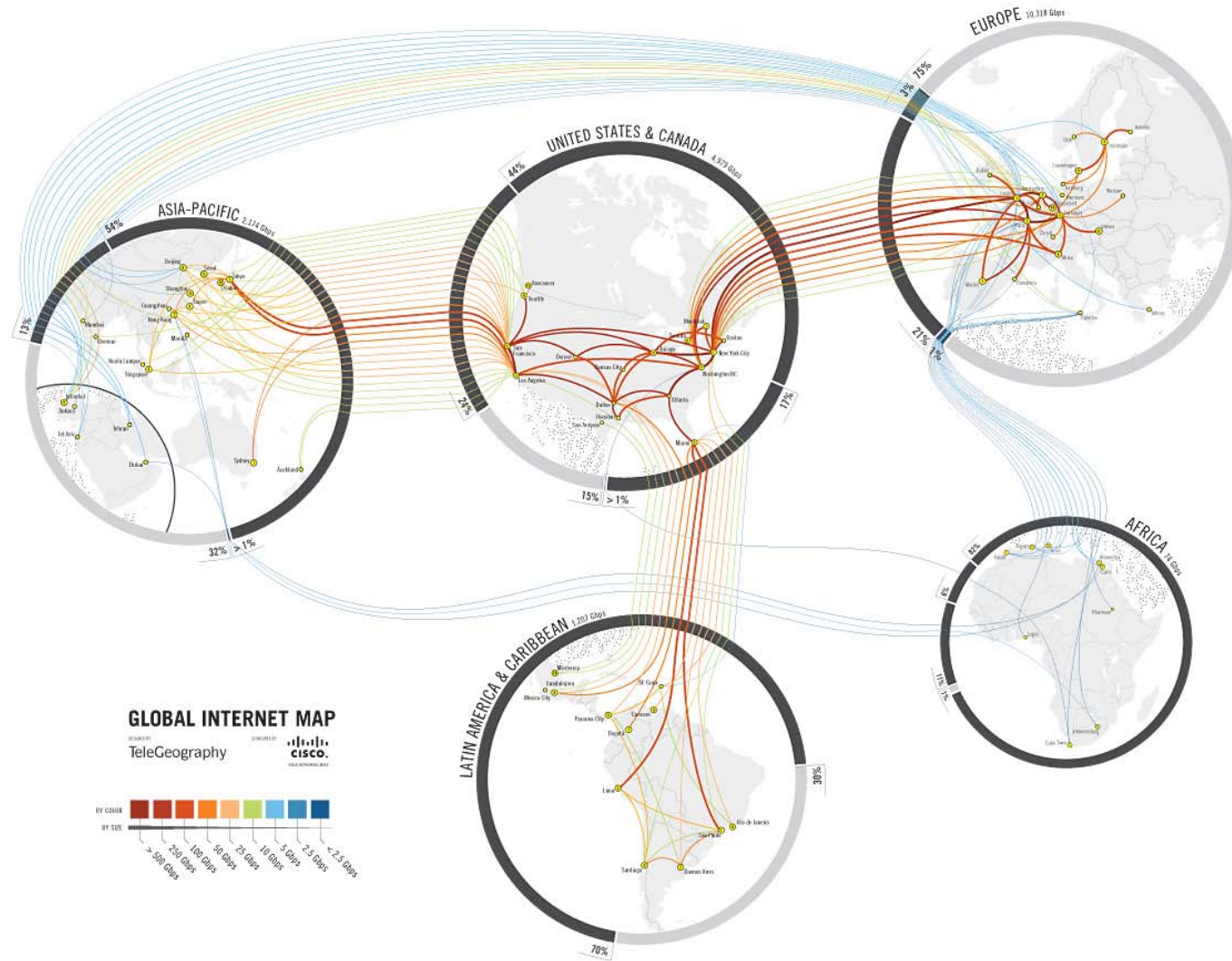
**Standortfaktor  
Internetknotenpunkt**

**Local Competition Factor  
Internet Junction**

**Peter Knapp  
Managing Director**

**interxion™**

# The Global Internet



# Why Is Internet Traffic Growing Exponentially?

- Global IP traffic will increase by a factor of five from 2008 to 2013, approaching 56 exabytes per month in 2013
- By 2013, global online video will be 60 percent of consumer Internet traffic (up from 32 percent in 2009)

Broadband Subscriber Distribution by Household Penetration Rate, Q1 2009

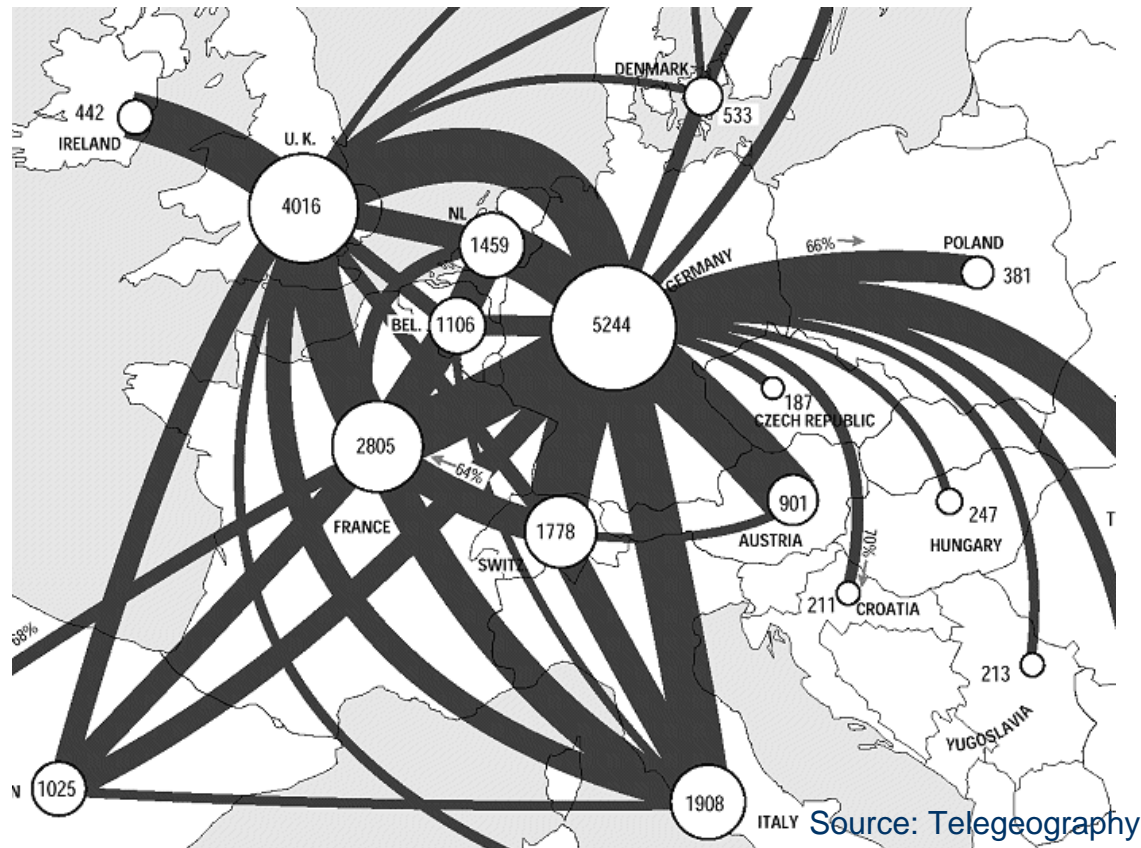


Source: TeleGeography Research

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# Frankfurt - Where The Internet Lives

- Telegeography recently ranked Frankfurt the No. 1 internet traffic hub in Europe



# How Does Frankfurt Benefit?

- There is no way to escape Frankfurt: digital infrastructure is key for all businesses and Frankfurt has an outstanding position
- In the FrankfurtRhineMain area about 107,000 people are employed in the ICT sector
- Staff usually cannot be moved due to dependencies on digital infrastructure
- Companies chose locations based on availability of digital infrastructure

Thanks For Your Attention!

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