Advertisement

Level 3 Lands Netflix Streaming Business, Will Double Its Storage Capability

5:15 AM PST · November 11, 2010

Advertisement

Sandpiper EX2017
Microsoft v. Sandpiper
IPR2026-00174

On-demand streaming of movies and TV shows is a booming business, and Netflix is positioned well to further capitalize on its pioneering digital streaming efforts. The company this morning confirmed earlier rumors that it's going back to Level 3, after three years of Akamai, to serve as a primary content delivery network provider for online streams.

Advertisement

The deal is aimed to accommodate Netflix' expected future growth and to support storage for the company's entire, ever-expanding library of content (currently more than 20,000 titles).

As a result, Level 3 says it plans to accelerate investments in its CDN capacity. Level 3 says it intends to effectively double its storage capacity and add 2.9 Tbps of globally available CDN capacity, which is in addition to the 1.65 Tbps that was deployed in the third quarter of 2010.

Over the course of November and December, the two companies will move the content library to Level 3 storage in preparation for serving traffic beginning Jan. 1, 2011.

Netflix in a statement says its subscriber base will exceed 19 million in

Advertisement

Yesterday's rumors of the Netflix/Level 3 deal had sent Level 3 Communications' share soaring, and Akamai's dropping. Expect that trend to continue.

Disrupt 2026: The tech ecosystem, all in one room

Your next round. Your next hire. Your next breakout opportunity. **Find it at TechCrunch Disrupt 2026, where 10,000+ founders, investors, and tech leaders gather for three days of 250+ tactical sessions, powerful introductions, and market-defining innovation. Register now to save up to $400.**

San Francisco, CA | October 13-15, 2026

REGISTER NOW

Topics: Level-3 Netflix TC

Advertisement

Advertisement

FOUNDER SUMMIT | Fidelity Private Shares

June 9 | Boston, MA

Actively scaling? Fundraising? Planning your next launch?

TechCrunch Founder Summit 2026 delivers tactical playbooks and direct access to 1,000+ founders and investors who are building, backing, and closing.

Register by March 13 to save up to $300.

REGISTER NOW

Most Popular

- SaaS in, SaaS out: Here's what's driving the SaaSpocalypse
- The trap Anthropic built for itself
- Why did Netflix back down from its deal to acquire Warner Bros.?
- India disrupts access to popular developer platform Supabase with blocking order
- Jack Dorsey just halved the size of Block's employee base — and he says your company is next
- An accountant won a big jackpot on Kalshi by betting against DOGE
- It's time to pull the plug on plug-in hybrids

Advertisement

Loading the next article

TechCrunch
Staff
Contact Us
Advertise
Crunchboard Jobs
Site Map
Terms of Service
Privacy Policy
RSS Terms of Use

Iran
Anthropic
iPhone 17e
SaaS
OpenAI
Tech Layoffs
ChatGPT

© 2026 TechCrunch Media LLC.

Advertisement

Do Not Sell or Share My Personal Information

Advertisement