NS1.

CASE STUDY
USA Today Network.

As part of its transformation into a global digital media powerhouse, USA TODAY NETWORK needed a next-generation DNS platform to drive a fast-paced culture of continuous innovation.

INDUSTRY

News & Media

SOLUTIONS

Managed DNS

> " As we continue our transition to digital, we've been aggressively removing anything that detracts from the speed and velocity of our business.
>
> **Erik Bursch**
> Vice President,
> Product Technology

USA TODAY NETWORK's Pulitzer-prize winning news outlets, including USA TODAY, make up one of the world's largest digital media platforms: a model of success for the delivery of information across multiple channels on a global scale. The company's more than 500 digital products reach more than 110 million people per month. USA TODAY NETWORK's national brand, USA TODAY, reaches three million readers daily across platforms, including its mobile application, which has been downloaded more than 24 million times.

"As we continue our transition to digital, we've been aggressively removing anything that detracts from the speed and velocity of our business," said Erik Bursch, Vice President, Product Technology, USA TODAY NETWORK.

When Gannett spun off its television stations, the goal was to transform what had been "newspapers under common ownership" into a dynamic collective with 3,500+ journalists that functioned as the largest newsroom in the world through USA TODAY NETWORK. NS1's next-generation DNS platform was a key component of unifying and strengthening what had come together over decades of acquisitions and reorganizations.

"We've built a culture of continuous integration and automation to support our enormous digital delivery platform," said Bursch. "Our infrastructure must support our fast-paced, forward-looking innovation and experimentation."

USA TODAY NETWORK migrated to NS1's modern DNS ecosystem for hundreds of digital properties that, in the U.S. alone, reach 43 percent of the online internet population. And, as an aggressive adopter of the cloud, NS1 delivered USA TODAY NETWORK the resiliency, performance and automation to deliver the consistent media experience its users expect as well as a platform for a new generation of innovation.

"NS1 instantly provided better performance and query response time, and significantly reduced troubleshooting and manual burdens with auditing and scripting automation," said Bursch. "With a modern DNS infrastructure, we can more confidently experiment and expand."

ABOUT USA TODAY NETWORKS

USA TODAY is a multi-platform news and information media company. Founded in 1982, its mission is to serve as a forum for better understanding and unity to help make the USA truly one nation. Through its unique visual storytelling, USA TODAY delivers high-quality and engaging content across print, digital, social and video platforms. An innovator of news and information, we reflect the pulse of the nation and serve as the host of the American conversation — today, tomorrow and for decades to follow. We reach nearly three million readers daily, and our mobile applications attest to more than 24 million downloads on mobile devices.

USA TODAY is owned by Gannett Co., Inc. (NYSE: GCI).

ABOUT NS1

NS1 is the leader in next generation DNS solutions that orchestrate the delivery of the world's most critical internet and enterprise applications. Only NS1's purpose-built platform, which is built on a modern API-first architecture, transforms DNS into an intelligent, efficient and automated system, driving dramatic gains in reliability, resiliency, security and performance of application delivery infrastructure. Many of the highest-trafficked sites and largest global enterprises trust NS1, including Salesforce, LinkedIn, Dropbox, Nielsen, Squarespace, Pandora and The Guardian.