

NEWSPAPERS & TECHNOLOGY

September 1, 2007

Getting closer to you

As video gains a foothold on newspaper Web sites, the demands associated with managing such high-bandwidth content is moving front and center.

Content handling companies such as Tewksbury, Mass.-based **Mirror Image Internet** are playing a more significant role as content demands grow.

The company, which is celebrating its 10th anniversary this year, helps customers manage and distribute bandwidth-intensive content through a network of content access points located at strategic points around the Internet.

When a user requests a particular item, Mirror Image determines the most appropriate server from which to route the information.

Jim Hart, vice president of sales and marketing for MI, said the company has 23 of these massive data centerlike environments deployed globally.

MI counts several large papers as clients, including The New York Times and Boston Globe (see *Newspapers & Technology*, July 2005).

“We are helping to incorporate video on newspaper sites to give the end user a richer media experience,” Hart said, adding that clients are adding video at a rapid clip.