



## Press Release For Immediate Release

### **Sparkle boosts its IP presence in Europe with a new POP in Amsterdam**

*Sparkle's new POP in Amsterdam to support the increasing demand of advanced IP solutions to interconnect multiple international data center environments*

**Rome, March 29, 2018**

[Sparkle](#), the international service arm of TIM Group and among top 10 global operators, announces the expansion of its Global IP Backbone in Europe with a new [Seabone](#) PoP in Amsterdam.

Located at carrier neutral Data Centre Equinix AM5, a state-of-the-art International Business Exchange, the new POP will provide a wide range of global interconnectivity opportunities attracting different types of customers such as ISPs, Content Players, Cloud Operators as well as IT services companies that need to connect several international data environments through cost-effective, high performing and low latency solutions.

The opening of this new PoP in Europe is another important step forward in the ever growing capillarity of Sparkle's Global Tier-1 IP transit backbone, and it improves further the already top performance of its IP Service Seabone through a higher quality internet experience to OTTs, Content and Service providers and their eyeball customers.

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#### **About Sparkle**

Sparkle is TIM Group's fully owned Global Operator and among top #10 international service providers worldwide, with a proprietary backbone of around 530,000 km of fiber spanning from Europe to Africa, the Americas and Asia. Leveraging its global IP, Data, Cloud, Data Center, Mobile Data and Voice Platforms, Sparkle offers a full range of ICT solutions to Internet Service Providers, OTTs, Media and Content Players, Application Service Providers, Fixed and Mobile operators as well as Multinational Enterprises. Its sales force is active worldwide and distributed over 36 countries.

Find out more about Sparkle at [www.tisparkle.com](http://www.tisparkle.com)

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