



Cloud Sovereignty @ JWX

Dutchguild 2026



The Platform That Powers Media Business Growth

We provide technology that empowers media businesses to connect their content with consumers - and the advertisers who reach them - across every platform.

2K

Enterprise Customers

Primarily US & EU

4M

Hours of Media Managed

~200k live hours/month

6B

Monthly Mins Watched

~200 PB in streaming

12B

Monthly Ad Impressions

~\$100M in revenue





Cloud Sovereignty?

Assessing JWX across the various objectives of EU CSF.



We are a US corporation, answerable to US law.



○ We have contractual safeguards & experiences.



○ We have significant EU employment & activities.



We have a predominantly US supply chain (incl. AWS).

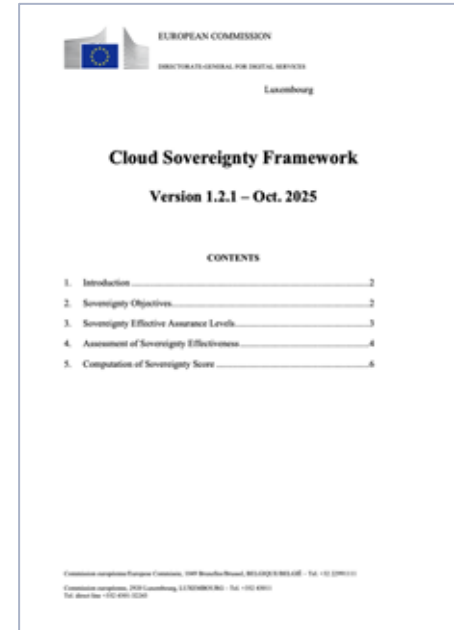


○ We are highly interoperable (APIs & standards).



○ We have strong security (ISO27K audit in June).

○ We haven't (but can) E2E encrypt certain data.





Velocity

Pallet of ~100 services we don't have to maintain ourselves.

Performance

Global availability & resilience not possible w/o hyperscalers.

Affordability

Extensive discounts through AWS Elemental partnership.

Supply Chain

3rd party services we use in our production systems.



Strong focus on avoiding vendor lock in for multiple reasons.

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Why JWX Went USA

As well as Gitlab, Elastic, Booking, Bird, WeTransfer and others.

- **Access to capital** – virtually nonexistent in the Netherlands.
- **Market size** – EU internal market is fragmented in practice.
- **Talent density** – improving, in particular Eastern Europe.
- **Legislation** – not that it is bad, but there is so much of it.



Cloud Sovereignty does not solve any of these issues, but increases urgency.

So ...

JWX will continue its pragmatic approach

Strengthening security, compliance & sovereignty – in response to customer demand and proactively to improve our products and services.

IMO sovereignty is a means, not an end

The true north star is a thriving european tech industry, supported by smart investments, receptive markets, effective legislation, and clear differentiation.

Thank you!

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