



## **Rai Way Cloud Object Storage is born: a partnership with Cubbit to deliver new edge-to-cloud services across Italy**

*From today, Cubbit's storage technology is deployed and available across Rai Way's edge data centres, enabling customers to rely on highly secure infrastructure — even in remote or low-connectivity areas.*

**Bologna / Rome, Italy — 10 July 2025** — Cubbit, the first geo-distributed cloud storage enabler, and Rai Way S.p.A., an integrated digital infrastructure operator and service provider for media content distribution, today announced a Business Alliance Partnership as part of the launch of Rai Way's new service offering. Through this agreement, Rai Way integrates cloud storage services into its portfolio by adopting Cubbit's DS3 Composer technology, enabling a fully Italian edge-to-cloud solution.

Cubbit delivers innovative cloud storage solutions designed to ensure maximum resilience, data sovereignty, and availability. At the heart of the technology is a system that fragments stored data into encrypted pieces, distributed across multiple network nodes. As a result, no file is ever exposed in full, and all remain accessible — even in the event of a cyberattack or outage.

Rai Way's decision to partner with Cubbit stems from its ambition to adopt next-generation technology in order to offer its customers high-performance, secure, and cost-effective services. The resilience, security, and performance of the Cubbit-Rai Way solution are further enhanced by the geographical distribution of Rai Way's data centres and its proprietary network infrastructure.

Rai Way has integrated Cubbit's technology into its first five newly built data centres located across Italy, in the cities of Venice, Turin, Milan, Genoa, and Florence, with an initial capacity of 5 petabytes dedicated to delivering a **Cloud Object Storage offering for Rai Way's customers**. From today, the service is live and available to all users, who may also benefit from a free trial period.

**Michele Gallo, Head of Operations Datacenter at Rai Way**, commented: *"The partnership with Cubbit, a technology leader in the field, strengthens Rai Way's strategy to provide Italian enterprises and public sector organisations with the solutions and infrastructure needed to accelerate their digital transformation. The synergy between our next-generation, geographically distributed data centres, the proprietary fibre network connecting them, and Cubbit's innovative technology ensures a secure and resilient solution for data storage and preservation."*

**Alessandro Cillario, co-CEO and co-founder of Cubbit**, said: *"The partnership between Cubbit and Rai Way confirms that our technology is becoming a leading standard for data storage. At Cubbit, we identify strategic partners in key industry verticals and equip them with our technology to support their business growth. This approach enables end customers to benefit from greater security, resilience, and cost efficiency — while continuing to rely on the trusted relationships they already have with our partners. Following our collaboration with Leonardo in the defence sector, we are now proud to enable Rai Way to offer the best-in-class services in the media and entertainment market."*



### Cubbit

Cubbit is the first geo-distributed cloud storage enabler. Its groundbreaking software allows service providers and enterprises to deploy their own geo-distributed cloud storage networks in minutes according to their infrastructure strategy and internal policies, so that they can keep full sovereignty over data, simplify workflows and reduce costs.

Today, Cubbit's hyper-resilient and cybersecure technology is adopted by 400+ European companies and partners, including Leonardo (world leader in defence and cybersecurity with \$14B in revenues), and serviced by Exclusive Networks (global distributor, listed on the Paris Stock Exchange). Cubbit is also supported by international tech partners such as HPE, Acronis, Accenture, and Equinix. For more information, visit: <https://www.cubbit.io/>

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### Rai Way S.p.A.

Rai Way is an integrated digital infrastructure operator and service provider for media content distribution. It is the sole operator of the broadcasting and transmission networks that carry the signals RAI, Italy's public service concessionaire.

Listed since 2014 on Euronext Milan, Rai Way has a widespread presence throughout Italy with about 600 employees between its headquarters in Rome and 21 regional offices, more than 2,300 telecommunications towers, a transmission network in radio links, satellite systems, a proprietary CDN, about 6,000 km of proprietary fiber optics, a network of distributed data centers and 3 control centers. Its infrastructural assets, excellent technological and engineering know-how, and the high level of professionalism make Rai Way the ideal partner for companies seeking integrated solutions for the development of their network and for the management and the transmission of data and signals.

#### **For more information:**

*Rai Way S.p.A.*

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