

THIRTY YEARS UNDER THE WAVES: HOW SPARKLE'S SEABONE GREW INTO A GLOBAL TIER-1 BACKBONE

In September 1996, when most households were still getting acquainted with the dial tone of an analogue modem, a network with big ambitions went live between Milan, Palermo, Miami and Montreal. Its first links ran at 45 Mbps - a speed that today wouldn't stream a single video call. Thirty years later, that network, **Seabone** (AS 6762), has become one of the **world's top Tier-1 Internet backbones**, and **Sparkle** is marking the anniversary with a global celebration.

From dial-up to the AI era

Seabone's growth mirrors the Internet's own transformation. What began as a handful of transatlantic links has become a fully redundant, proprietary fiber-optic network spanning **more than 600,000 km** across Europe, Africa, the Americas and Asia. Today it connects **over 600 customers through 126 PoPs** and Telehouses worldwide, ranks as the 7th Tier-1 network globally, and leads the field across the Mediterranean, Africa, the Middle East and Latin America - regions where reliable, low-latency access to the Big Internet has never mattered more.

The technical leap is just as striking as the geographic one. Seabone now supports port speeds of **up to 400 Gbps** at its edge, giving ISPs, hyperscalers and content providers the headroom to scale alongside the demands of cloud computing, video streaming, gaming and, increasingly, AI-driven workloads: traffic patterns that would have been unimaginable to the engineers who lit those first 45 Mbps circuits.

Running it all is a dedicated **24/7 Global Network Operations Center**, which keeps performance monitoring, fault management and customer support running around the clock - an essential piece of infrastructure for a network that has effectively become critical plumbing for the modern Internet.

A network built on customer needs

This anniversary is an opportunity to celebrate but also to reinforce Seabone's value proposition for what customers need next. Among its features, a remarkable addition is the **Fast Delivery** provisioning option available across all major global hubs that cuts service activation down to 24 hours, a significant acceleration for operators used to traditional lead times, and a direct response to how quickly connectivity requirements can now shift.

"THIRTY YEARS AGO, SEABONE WAS BORN WHEN THE INTERNET WAS STILL IN ITS EARLY STAGES,"

This new option complements an already broad service portfolio, including **DDoS Protection** (delivered through three scrubbing farms and a mitigation platform capable of cleaning up to 260 Gbps of traffic) and **Virtual NAP**, which gives customers virtual access to major Internet Exchange Points without the capital cost of building out their own infrastructure.

*"Thirty years ago, Seabone was born when the Internet was still in its early stages," said **Enrico Bagnasco**, CEO of Sparkle. "Since then, it has continuously evolved to accompany and anticipate the transformation of the digital landscape, expanding its reach, enhancing its performance and introducing new capabilities to meet changing customer needs. Today, Seabone is one of the world's leading Tier-1 Internet networks, connecting businesses and digital ecosystems across the globe."*

Marking the milestone

To celebrate, Sparkle has launched the **communication campaign** Seabone: Shaping the Internet of Tomorrow. Since 1996 spanning press, digital channels and social media and built around a dedicated 30 Seabone visual identity. The press component includes articles featured on leading international trade publications while the digital and social media campaign focuses on the network's key milestones together with customer testimonials.

Sparkle is also backing the anniversary with a **dedicated promotional offer** on Seabone Full IP Transit, available at any PoP worldwide with a minimum 12-month term. New customers signing up before February 2027 benefit from waived activation fees on 10G and 100G circuits, plus DDoS Protection at half the standard monthly recurring charge for the first six months. The offer extends to Seabone's new 24-hour Fast Delivery at a first set of key hubs, including Milan, Frankfurt, Lisbon and McAllen.

Three decades in, Seabone's story is less about a single network's longevity and more about what it takes to stay ahead of Internet growth, shaping the Internet of tomorrow.

