

Media Content Delivery Services

Globally distributed content delivery network (CDN) to deliver media content at the highest quality.



“It would take an individual over 5 million years to watch the amount of video that will cross global IP networks each month in 2017. Every second, nearly a million minutes of video content will cross the network in 2017. The sum of all forms of video (TV, video on demand [VoD], Internet, and P2P) will be in the range of 80 to 90 percent of global consumer traffic by 2017.”

– Cisco Visual Networking Index: Forecast and Methodology, 2012-2017

The applications for online media continue to expand, and the growing, global online audience demands instant access to premium website content and an uninterrupted video viewing experience on any device. To meet consumer expectation in this hyperconnected world where online traffic is increasing exponentially, content owners need a high performance media delivery solution that can reach audiences reliably wherever they are, scale as fast as they grow, and adjust intelligently to dynamic network environments for the highest online download speeds and video viewing quality possible. Missteps in online strategy can have a long-lasting effect on online audiences perceptions, not only of the video experience – but also on the brand being represented in the viewed content.

Akamai Media Content Delivery Services

Akamai Media Content Delivery services provide high-performance online media delivery to address the broad variety of network types - fixed or mobile, at varying connection speeds. Built on the Akamai Intelligent Platform™, Akamai's Media Delivery solution provides superior scalability, reliability, availability and reach.

Key Capabilities

Proximity – Closeness Counts

Even the highest quality networks are subject to the Internet's realities of latency, congestion, and packet loss, which can significantly limit online video quality or download speeds. A broadly deployed network of edge servers delivering online media locally minimizes the impact of inevitable network congestion, for consistent viewing experiences. This distributed edge architecture also provides the scalability to meet the demands of the largest online audiences, and the reliability of primary/backup stream redundancy. Akamai's use of HTTP adaptive bitrate streaming technologies combined with a massive global footprint of HTTP-capable edge servers provides consistently high online video quality.

Broad Protocol Support

Akamai's Media Delivery services support a range of video streaming protocols for broad device support, including:

- **HTTP Live Streaming (HLS)** for iOS devices, browsers running HTML5, and more
- **HTTP Dynamic Streaming (HDS)** for devices running the Adobe® Flash® and AIR® runtimes
- **Smooth Streaming** for devices running Microsoft Silverlight®
- **Dynamic Adaptive Streaming** over HTTP (MPEG-DASH)
- **Progressive Media Download (PMD)** over HTTP

BENEFITS TO YOUR BUSINESS

- **Maintain superior video quality and reliability** via Akamai's unique, globally distributed network architecture which keeps content close to viewers
- **Scale rapidly for large audiences** – planned or unexpected – by leveraging the distributed network's ability to dynamically and intelligently distribute load
- **Optimize online video playback quality and performance** through Akamai application-aware software intelligence, uniquely tuned to optimize Adaptive Bitrate Streaming
- **Reach audiences on any device** with support for a wide range of standard video streaming protocols
- **Leverage the experience** gained from streaming the world's largest online events for your key online media initiatives

“ Our experience with Akamai is that they are a smart, passionate team that's about delivering results – the same parallel goals that we have at NBCSports.com and NBCSports Digital.

— **Rick Cordella**, SVP Digital Media,
NBC Sports Group

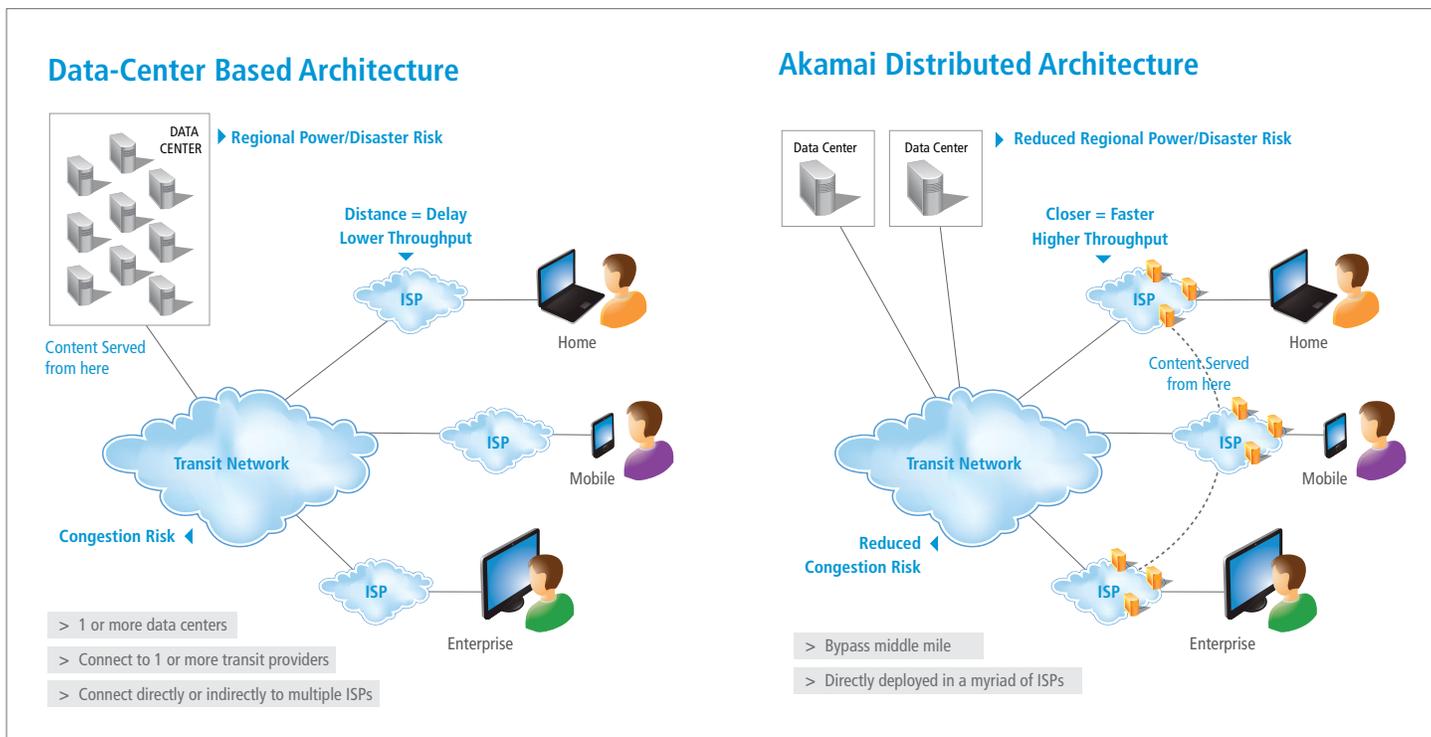
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Quality – Adaptive Bitrate Technologies

Adaptive Bitrate (ABR) technology, supported by Akamai's Media Delivery services, adjusts the bitrate of the video stream to provide the best online video quality for current network conditions, while minimizing pauses and stutters due to rebuffering. ABR technology also provides rapid playback startup, minimizing audience wait times that can often result in online viewer abandonment.

The Akamai Ecosystem

Akamai makes the Internet fast, reliable and secure. Our comprehensive solutions are built on the globally distributed Akamai Intelligent Platform™, managed through the unified, customizable Luna Control Center for visibility and control, and supported by Professional Services experts who get you up and running easily and inspire innovation as your strategies evolve.



“ Akamai allows us to massively scale our traffic during major online events and negate the need to buy additional infrastructure to support a handful of heavily trafficked events every year.

— **Mark Richards**, VP of Infrastructure & Technical Operations at FOX Interactive



As the global leader in Content Delivery Network (CDN) services, Akamai makes the Internet fast, reliable, and secure for its customers. The company's advanced web performance, mobile performance, cloud security, and media delivery solutions are revolutionizing how businesses optimize consumer, enterprise, and entertainment experiences for any device, anywhere. To learn how Akamai solutions and its team of Internet experts are helping businesses move faster forward, please visit www.akamai.com or blogs.akamai.com, and follow [@Akamai](https://twitter.com/Akamai) on Twitter.

Akamai is headquartered in Cambridge, Massachusetts in the United States with operations in more than 57 offices around the world. Our services and renowned customer care are designed to enable businesses to provide an unparalleled Internet experience for their customers worldwide. Addresses, phone numbers, and contact information for all locations are listed on www.akamai.com/locations.