

Adaptive Media Delivery

High-quality streaming media delivery from Akamai's globally distributed content delivery network (CDN)



The applications for online video continue to expand, and the growing, global online audience demands instant, uninterrupted access to video on any device, anywhere. To meet consumer expectation in this hyperconnected world, content providers need a high performance streaming media delivery solution.

This solution needs to reach audiences reliably wherever they are, scale as fast as they grow, and adjust intelligently to dynamic network environments for the highest viewing quality possible. Missteps in online video strategy can have a long-lasting effect on audience perceptions, not only of the video experience – but also on the brand being represented.

Akamai Adaptive Media Delivery

Akamai's Adaptive Media Delivery is optimized for Adaptive Bitrate (ABR) streaming to provide a high quality viewing experience across the broad variety of network types - fixed or mobile, at varying connection speeds. Built on the Akamai Intelligent Platform™, Adaptive Media Delivery provides superior scalability, reliability, availability and reach.

Reliability, Capacity and Scale: Akamai is a trusted partner for content providers streaming the world's largest online events¹ - events that have established benchmarks for online streaming capacity and scale. This capacity and scale is a critical element of an online streaming strategy, because is impossible to predict when and where your content will go viral. When a streaming event must succeed, the world's most successful brands turn to Akamai Media Delivery Solutions.

Quality through Technology, Innovation, and Experience: Adaptive Media Delivery leverages the latest ABR technologies and more than 15 years of Akamai expertise to offer a smooth, high quality viewing experience for your audience. Since 1998, Akamai's CDN market success has supported continuous investment in network capacity and software innovations ,like FastTCP, to stay ahead of online audience demand.

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. Akamai's broadly deployed network of edge servers, with 20 to over 100 times more Points of Presence (POPs) than other globalCDN providers², minimizes the impact of network congestion, for consistent viewing experiences. In addition, our partnerships with the world's leading service providers, allows our edge servers to be located deep within over 1,200 service provider networks – closer to the audience, for the lowest latency and highest quality.

Broad Protocol Support

Adaptive Media Delivery reliably delivers prepared, pre-segmented HTTP-based Live and On-Demand streaming media, including support for the following formats:

- **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
- **Microsoft Smooth Streaming (MSS)** for devices running Microsoft Silverlight®
- **Dynamic Adaptive Streaming over HTTP (MPEG-DASH)**

While **Adaptive Media Delivery** is both workflow and origin storage agnostic, Akamai's complementary **Media Services** and **NetStorage** can be combined with Adaptive Media Delivery for an elegant, efficient, high quality streaming media solution.

Akamai's distributed architecture and ISP partnerships place the servers – and your content – closer to the viewer, for better reliability, availability, and performance. This approach offers the high quality of experience that online audiences increasingly expect.

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 events¹ 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.

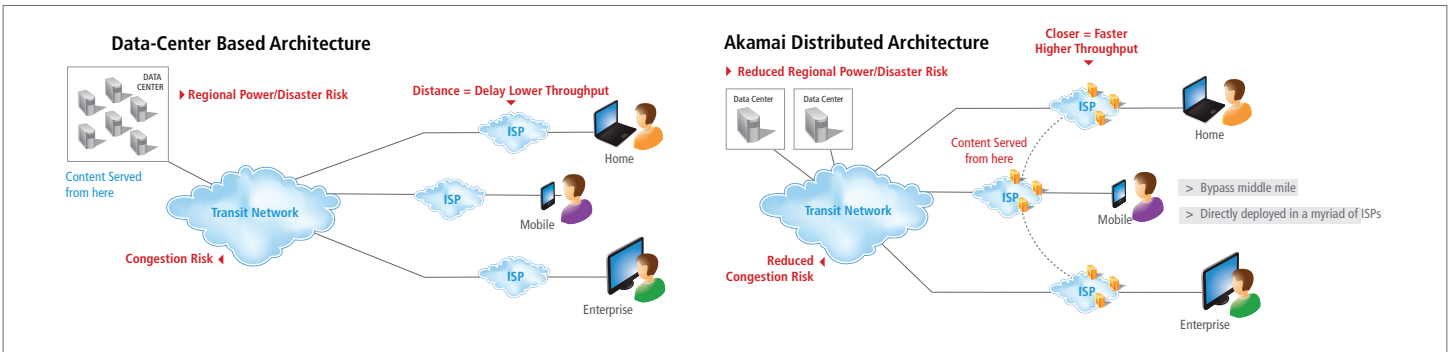
— **Rick Cordella**, SVP Digital Media,
NBC Sports Group

¹ 2014 FIFA World Cup breaks online streaming records: <http://www.fifa.com/aboutfifa/organisation/news/newsid=2401405/index.html>

Akamai Helps NBC Olympics Reach Record Digital Audience: http://www.akamai.com/html/about/press/releases/2014/press_032414.html

Fox Stakes Claim to Super Bowl Streaming Record: <http://multichannel.com/news/content/fox-stakes-claim-super-bowl-streaming-record/356299>

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Standard and Optional Features

Adaptive Media Delivery includes the following standard features

- 100% Availability SLA
- IPv6 support
- Token Authentication to prevent link sharing
- Access Control to manage content access
- Advanced Cache Optimization to improve content cacheability
- Site Failover to provide continued delivery in the event of origin failure
- Log Delivery Service/Standard Reporting³
- Flexible configuration and management options, via both Akamai's Luna Control Center Web interface and a rich set of {OPEN} APIs⁴

The following features are optionally available:

- Content Targeting to manage content availability by IP address/Geo association
- HTTPS - Shared Certificate support
- China CDN for improved performance when delivering content into China
- Identity Services to federate the authentication and authorization process between the user and multiple service and content providers

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.

² CDN And Digital Acceleration Vendor Landscape, Q3 2014, Forrester Research, Inc., July 31, 2014

³ The Media Analytics product extends the features and capabilities of standard reporting for deeper insights into the user experience.

⁴ {OPEN} API information is available on developer.akamai.com



Akamai® is a leading provider of cloud services for delivering, optimizing and securing online content and business applications. At the core of the company's solutions is the Akamai Intelligent Platform™ providing extensive reach, coupled with unmatched reliability, security, visibility and expertise. Akamai removes the complexities of connecting the increasingly mobile world, supporting 24/7 consumer demand, and enabling enterprises to securely leverage the cloud. To learn more about how Akamai is accelerating the pace of innovation in a hyperconnected world, please visit www.akamai.com or blogs.akamai.com, and follow @Akamai on Twitter.

Akamai is headquartered in Cambridge, Massachusetts in the United States with operations in more than 40 offices around the world. Our services and renowned customer care 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.