



# Akamai Media Delivery

Deliver and Monetize Media  
Assets Quickly and Effectively

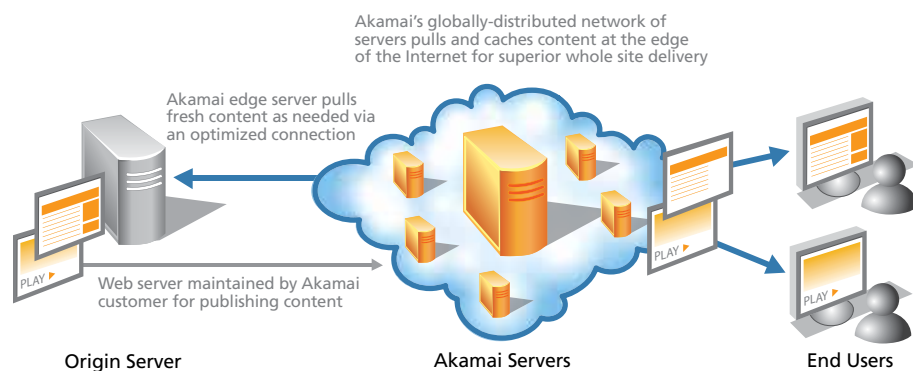
# How Akamai Media Delivery Works

Akamai Media Delivery enables a dynamic, scalable delivery channel for a range of media — music, movies and games — without adding or maintaining infrastructure.

Akamai's globally-distributed platform maps each user request to the server best able to deliver that content — pulling it from a local cache or the origin Web site and responding in real time to changing Internet conditions. Akamai avoids Internet problem spots, sending media over paths that are fast and reliable and applying performance-enhancing compression and encoding technologies to reduce transfer times and improve performance.

A replicated storage solution is included to persistently store media content for delivery to Akamai's servers. And we maintain security by delivering media over SSL and through integration with access control mechanisms enterprises already have in place.

More than 2,700 businesses trust Akamai to distribute and accelerate their Web content, applications and business processes, including all ten of the top US media and entertainment companies and 100% of the top ad servers, rich media companies, and ad networks. Akamai Media Delivery leverages the Akamai Platform — a network of more than 84,000 secure servers equipped with proprietary software and deployed in more than 72 countries. With Akamai, you can deliver music, movies, games, sports, social media and other types of rich media, reliably and predictably. Stream media in real time or deliver it via scheduled downloads — up to eight times faster than you do today.



## MORE INSIGHT FOR BETTER BUSINESS DECISIONS

Fast, accurate, and secure reporting on all media assets gives you a clear picture of your online efforts and provides the information you need to fine-tune your content, prove value to advertisers, and grow your business. With the premium reporting tools included in Akamai Media Delivery, you can:

- Review in-depth metrics for download and streaming media
- Filter reports by date, geography, clip, and other parameters
- Check download completion rates and average play time
- Learn who is downloading or viewing streams
- View in-depth audience metrics like media player penetration and operating system
- Check average buffer time and packet loss across your streaming audience

Akamai's reporting architecture includes fourway replication of data for additional security, so there's no potential for lost data. And because we are independently audited for compliance with the Sarbanes-Oxley Act, Akamai's reporting is guaranteed to meet the highest data integrity standards.

# What's Included with Akamai Media Delivery

*"It is hard to run a business with untimely or inaccurate information, and it's archaic to share data with our partners via spreadsheets. With Akamai, we can provide our clients with access to the data they want in an automated fashion."*

— Ed Talvy, VP of Client Services, CSTV

- **Streaming:** Live and on demand, for Windows Media, Adobe Flash, and Apple QuickTime
- **Akamai NetStorage:** Globally distributed replicated storage for digital media libraries
- **HTTP Downloads:** Fast, reliable global delivery of assets including movies, podcasts, or progressive downloads
- **Digital Rights Management:** Secures and monetizes video across a broad range of devices
- **Reports & Analytics:** Scalable reporting and deep insight into digital media initiatives
- **Implementation Services:** Akamai's offerings are supported by an award-winning Professional Services team. This highly-experienced team of consultants has integrated advanced services for over 2,700 Akamai customers, including large enterprises, through a well-established Akamai Enterprise Service Methodology.

04	3xx	404	4xx	Cache Hits	Origin Hits	Initiated	Completed	% Completed	Origin OK
0	0	0	0	2,373,700	0	1,899,752	1,897,906	100%	
0	0	0	0	1,897,859	0	1,897,859	1,897,859	100%	
0	0	0	0	1,426,167	0	1,426,167	1,426,167	100%	
0	0	0	0	951,082	0	951,082	951,082	100%	
0	0	0	0	476,545	0	476,545	476,545	100%	
0	0	0	0	476,004	0	476,004	476,004	100%	
0	0	0	0	947,491	0	947,491	947,491	100%	
0	0	0	0	950,150	0	950,150	950,150	100%	
0	0	0	0	474,373	0	474,373	474,373	100%	
0	0	0	0	950,110	0	950,110	950,110	100%	

Example: Stream Intelligence

*"The consequences of a Web site having underperforming video content are significant losses in good will, return visitors, and (most important) potential advertising revenues. Because many technological limitations can be overcome by improved encoding technologies and partnering with a reliable content delivery network, online publishers should constantly evaluate alternative technologies to ensure they are delivering the highest possible quality of video experience."* — Jupiter Research, August 2007

# 65 Million Video Streams for a Record-Breaking Live Earth Event

In the last two years, Akamai's streaming network has experienced 500% growth in traffic—including events like Live Earth, a 24-hour, 7-continent concert series broadcast online to more than 65 million people, a surge in Internet television channels, and increased delivery of news coverage and video-sharing sites.

*"Our long-standing relationship with Akamai not only gives us confidence that we'll deliver a great customer experience, but is critical to successfully delivering an event of this scale." — Lisa Gurry Senior Director, MSN*



Live Earth Web Site

## The Akamai Difference

Akamai® provides market-leading, cloud-based services for optimizing Web and mobile content and applications, online HD video, and secure e-commerce. Combining highly-distributed, energy-efficient computing with intelligent software, Akamai's global platform is transforming the cloud into a more viable place to inform, entertain, advertise, transact and collaborate. To learn how the world's leading enterprises are optimizing their business in the cloud, please visit [www.akamai.com](http://www.akamai.com) and follow @Akamai on Twitter.

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