

Akamai Media Delivery Streaming

These days, nobody sits still for poor-quality streaming media. If the video looks jerky or the audio drops out, customers just abandon the site — a nightmare situation for any enterprise in terms of brand loyalty, e-business, and marketing investment.

Instead of trusting this critical Web service to unproven technologies or unknown partners, companies can now take advantage of a high-quality, extremely reliable streaming media delivery service from Akamai. Akamai Streaming distributes on-demand, live, and around-the-clock streaming media content from the edges of the Internet, delivering a rich and reliable streaming media experience for end users.

Whether it's on-demand product demos, corporate announcements, live news, sports, or entertainment events, music, or movies, Akamai Streaming streams content to Web visitors flawlessly — every time.

How Akamai Media Delivery Streaming Works

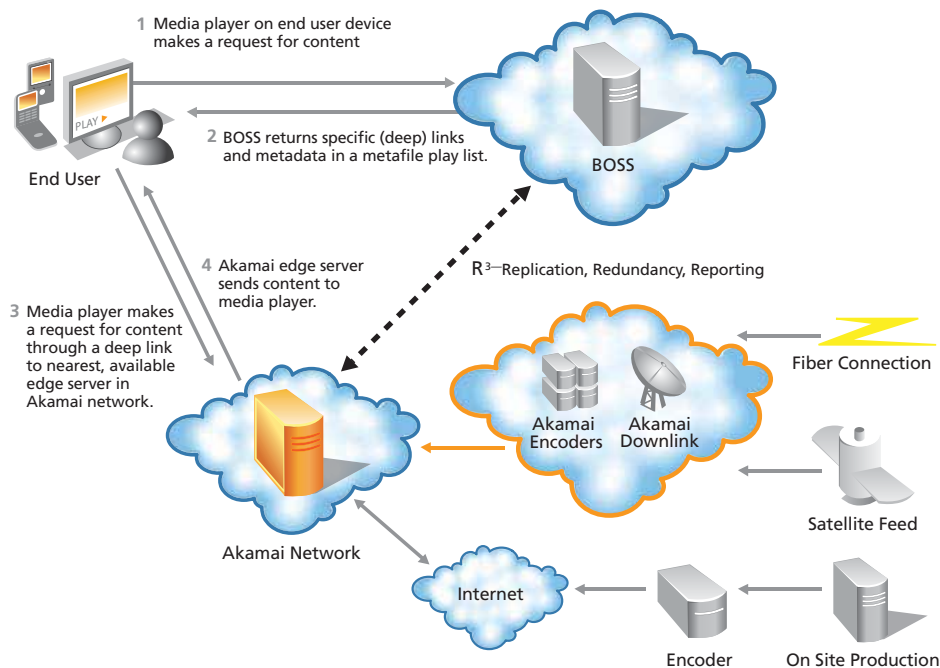
Akamai Streaming utilizes Akamai's proprietary streaming technology and the world's largest fault-tolerant network to deliver both live and on-demand streaming media. The service transfers original streams to Akamai's massive, globally distributed network of servers, resulting in a lossless stream delivered from the edge of the Internet every time.

For On-Demand Streaming

Before streaming even begins, Akamai download a stream from storage and transfers it reliably to the optimal Akamai streaming servers at the edges of the Internet. From there, the streaming servers deliver the original-quality streaming media file to the end users.

For Live Streaming

In order to avoid the jerkiness caused by packet loss, Akamai sends multiple copies of the same stream over different routes from an Akamai Entry Point to the optimal streaming servers at the edges of the Internet. These copies are then combined to form one complete, original-quality stream, which is sent from the streaming servers to the end users.



BENEFITS TO YOUR BUSINESS:

Akamai's Streaming service is built on the Akamai Platform, leveraging both the reach and the intelligence of the globally distributed Akamai network to deliver a number of benefits.

Enormous Scalability: *Thousands of Akamai servers in data centers and points of presence (POPs) on major Internet backbones, carriers, and service providers around the world, including satellite and broadband providers, ensure that the Akamai Streaming Service will meet the widespread demand for companies' marketing programs and content.*

Unparalleled Reliability: *Akamai's massive, fault-tolerant, load balanced network architecture means that no demand is too heavy and no live event too large for Akamai Streaming. Akamai's intelligent routing dynamically transports streams along routes that avoid Internet congestion while proprietary mapping technology identifies the optimal streaming server for each individual viewer or listener. Load balancing ensures that only streaming servers with available resources are chosen to fulfill user requests. Finally, Akamai's Streaming platform scales automatically to meet demand, with the capacity to deliver hundreds of thousands of streams simultaneously.*

Intuitive, Web-Based User Interface: *A simple, browser-based interface allows users to easily understand reports and alerts, and to add new reports or tailor alerts without requiring engineering assistance.*

Performance: *Akamai's wide reach means that our streaming platform can deliver streams from locations close to viewers, no matter where they are in the world. Because content is not streamed through the jungle of congestion on the public Internet, packet loss and latency are dramatically reduced, leading to fast and flawless delivery and ultimately, more satisfied viewers.*

(continued...)

**BENEFITS TO YOUR BUSINESS
(CONTINUED):****Flexible Format and Encoding Rate**

Support: Akamai Streaming supports all popular encoding formats — Apple® QuickTime™, Adobe Flash, and Microsoft® Windows Media™ — for both narrowband and broadband use as well as live or on demand delivery.

Advanced Storage: Streaming customers have access to Akamai NetStorage, Akamai's advanced, fault-tolerant, multiple-terabyte storage solution for on-demand streaming media.

Comprehensive Reporting: Easy-to-use, customizable, Web-based reporting tools enable companies to measure ROI with both real-time and historical analysis of viewer usage and behavior. Viewer statistics, including number of hits, number of unique viewers, minutes of content viewed, number of concurrent streams, and amount of content delivered can be sorted by geographic origin, bit rate, and stream format.

End-to-End Solution: Akamai can take a company's streaming media project from start to finish with professional production, signal acquisition, and encoding services — everything required in a single broadcast-quality package.

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 and follow @Akamai on Twitter.

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