

Media



In the world of media and entertainment, video consumption is happening on a myriad of devices, and consumers expect that their content will be available instantly, anywhere.

From short-form video-on-demand clips and TV shows to full-length movies and live sporting events, the Internet has become a mainstream channel for producers, distributors and other rights holders seeking the widest possible audiences worldwide. Content providers are seeing the benefit of improving their online presence as users are spending more time consuming media online than ever before. However, as more and more video has moved online, challenges have increased for our digital media customers. They face an extremely complex task of dealing with multiple devices, formats, and bit rates, in addition to monetization, distribution rights management, and reporting requirements around their content.

Our objective is to help our customers handle that task seamlessly, and we do so with the unmatched performance, scale, and reliability of the Akamai HD Network. Leveraging our platform, our customers can provide an interactive TV-like experience for their end users while no longer having to worry about many of the workflow and management complexities that come with online video distribution.

In addition, Akamai has been working to build leading solutions for the next wave of online media business models, including solutions to help enable TV Everywhere and UltraViolet™ services. Through these and other initiatives, our goal is to make Akamai our media customers' most trusted partner.