

# Media Acceleration

Enhanced quality speed and consistency for Akamai Media Delivery



Online audiences are growing, and so are their expectations for online media. Today viewers expect online video to mirror the TV experience, while game experiences and large software downloads must be quick. Meeting these increasing expectations requires fundamental changes to online media distribution where it matters most: around the end user experience.

## Akamai's Media Acceleration

Akamai's Media Acceleration enhances the performance of media delivered over the Internet to create more engaging experiences for online audiences. A milestone in the evolution of Akamai's content delivery capabilities, this technology specifically addresses the fundamental challenges of delivering great online video viewing, as well as fast gaming experiences and software downloads. Akamai has developed media acceleration through a user-centric lens to meet the growing quality and speed expectations of end users, ensuring the best possible experience for each individual.

## The Challenge of Delivering Consistent High Quality Media Delivery Experiences Over the Internet

Satisfying online audience expectations for media delivered over the Internet is no small feat. As online audiences and traffic grow, so does congestion on the Internet, causing delivery quality to suffer. As a best effort, unprovisioned network, the Internet is often prone to quality degradation in the last mile of the network. Factors that can impact the predictability of media delivery quality include network type & conditions, device capabilities & location, and connection type. The quality of experience can often be impacted in the last few feet, even inside a home.

## Improving Quality Through A Fundamental Shift in Online Media Distribution

Media Acceleration facilitates a fundamental shift in the way media distribution solutions are designed in order to maintain high-quality delivery over the Internet, focusing on the area where quality tends to be impacted most: between the edge of the Akamai Intelligent Platform and the user device. By acting as an extension to Akamai's content delivery capabilities, Media Acceleration can be enabled by integrating technology directly into consumer applications or browsers and utilizes UDP-based technology to enable a consistent, reliable delivery experience for each end user regardless of their circumstances or local network conditions. The user-centric approach incorporated in the design of Media Acceleration places an emphasis on the growing expectations of end users, prioritizing quality for each individual.

Media Acceleration enables better performance in congested networks and reduces overall network congestion to provide the highest possible quality. The technology allows Akamai media delivery customers to extend reach and overcome common online media distribution problems caused by latency and loss, which directly impact quality of experience.

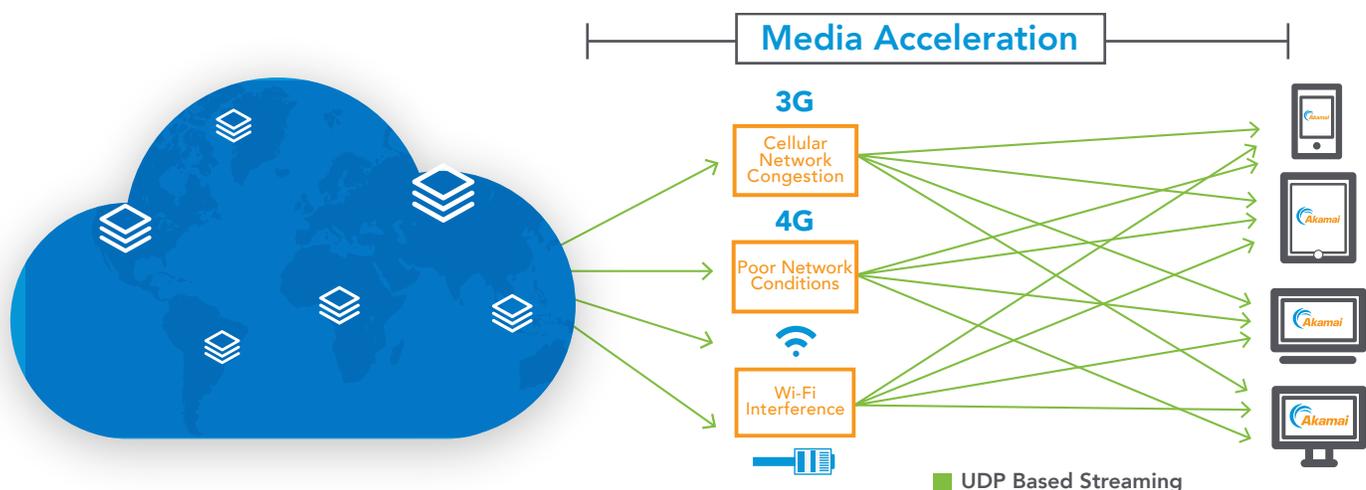
## BENEFITS TO YOUR BUSINESS:

- **Captivate online video audiences, Increase revenues** – Ensure consistent, high quality video streaming experiences that keep viewers tuned in.
- **Keep Gamers Engaged** – Fast game experiences that extend play times and monetization opportunities
- **Enhanced scale and reach** – Meet the demand of growing online audiences and increase delivery quality to new end users

## Current Platform and Streaming Format Support

- iOS
- tvOS
- Android
- Chrome
- Opera

Streaming Formats: HLS, DASH



## Media Acceleration

Media Acceleration is designed to overcome the quality challenges of distributing online media:

- **OTT and other online video** — Ensure more viewers experience broadcast TV quality viewing over broadband with faster start ups, higher picture quality, less rebuffering, and bitrate switching
- **Online games & other software downloads** — Provide gamers and other software users with faster downloads and updates to facilitate an increase in download completion rates

### Akamai Media Delivery Solutions

Akamai's Media Acceleration is available to Akamai customers as a feature of Akamai's Adaptive Media Delivery and Download Delivery products\*.

To activate, customers are required to integrate the [Media Acceleration SDK](#) into their supported apps/browsers/platforms.

\* The feature is also compatible with Akamai's Media Services Live and Media Services on Demand for customers utilizing Akamai's stream packaging option for video delivery.

### 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.



As the world's largest and most trusted cloud delivery platform, Akamai makes it easier for its customers to provide the best and most secure digital experiences on any device, anytime, anywhere. Akamai's massively distributed platform is unparalleled in scale with over 200,000 servers across 130 countries, giving customers superior performance and threat protection. Akamai's portfolio of web and mobile performance, cloud security, enterprise access, and video delivery solutions are supported by exceptional customer service and 24/7 monitoring. To learn why the top financial institutions, e-commerce leaders, media & entertainment providers, and government organizations trust Akamai please visit [www.akamai.com](http://www.akamai.com), [blogs.akamai.com](http://blogs.akamai.com), or [@Akamai](https://twitter.com/Akamai) on Twitter. You can find our global contact information at [www.akamai.com/locations](http://www.akamai.com/locations), or call 877-425-2624. Published 07/17.