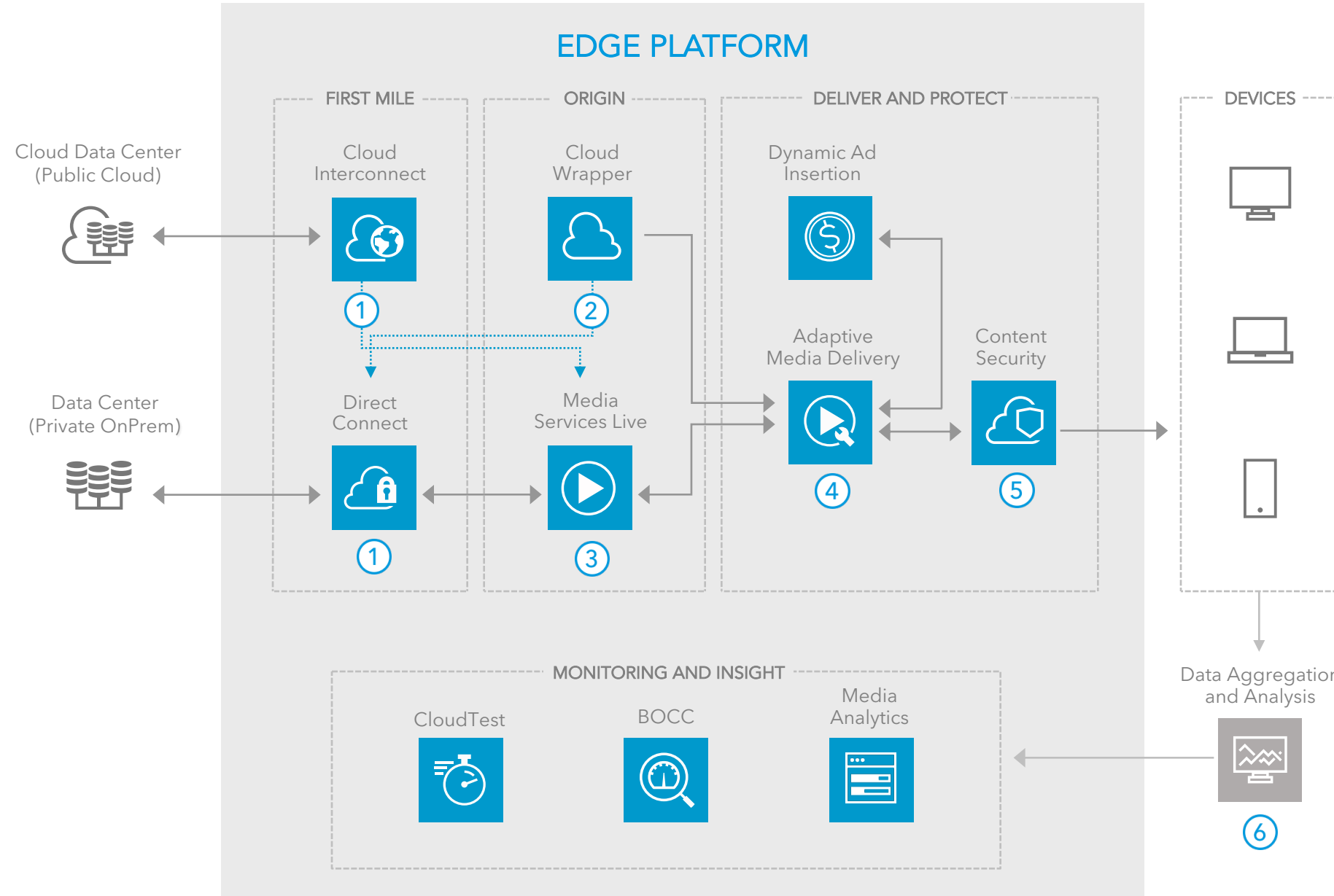


LIVE/LINEAR AND EVENT STREAMING

Reference Architecture



OVERVIEW

Quality is the core differentiator for any live linear or live event service, as online audiences continue to have high expectations of instant access to uninterrupted video on any device, anywhere, at any time. For content distributors intent on providing a great viewing experience, success rests not only on great content, but on providing broadcast-level quality regardless of network conditions, device type, or geo-location. Akamai has invested in the highest quality solutions to offer the best end-viewer experiences.

- 1 Access Akamai's first mile for a highly reliable data transfer, a secure and economical entry point from a private or public cloud. Customers in search of added assurance will connect directly to Akamai.
- 2 Connect securely to cloud storage and compute platforms by pulling in content and caching it away from origin, dramatically improving origin offload, reducing egress costs, and minimizing infrastructure costs.
- 3 Ingest and prepare livestreams using a purpose-built architecture that delivers the smoothest and most consistent live viewing experience, with low latency, live to VoD, DVR, and other broadcast-like features.
- 4 Ensure high-quality, scalable livestreaming regardless of location, device, or network. Origin-agnostic adaptive bitrate delivery can be combined with a dynamic ad insertion solution from a variety of third-party providers.
- 5 Secure content, prevent theft, and protect access against piracy with features like tokenization, access revocation, encryption, watermarking, proxy detection, content targeting, and more.
- 6 Monitor the quality of video performance and viewer experiences for insights. Enhance proactive live support for end-to-end workflows with a managed service. Implement analytics engines for scalable real-time load testing, and illustrate the relationship of performance and user engagement affecting your business using easy visualization.

KEY PRODUCTS

- Interconnect** ▶ Cloud Interconnect / Direct Connect
- Origin Offload and Egress Cost Reduction** ▶ Cloud Wrapper
- Livestreaming Architecture** ▶ Media Services Live (MSL)
- Quality Online Experiences** ▶ Adaptive Media Delivery (AMD)
- Monetizing Content** ▶ Dynamic Ad Insertion
- Guarding Against Piracy** ▶ Content Security
- Visibility, Monitoring, and Alerting** ▶ Media Analytics and BOCC
- Peak and Performance Testing** ▶ CloudTest