

Akamai for Media & Entertainment

Speed, Reliability, Security.



The world's leading media and entertainment organizations leverage the Akamai Intelligent Platform to engage audiences and grow revenue by delivering flawless online experiences to any device, anywhere. Akamai provides the speed, reliability, security, and expertise to ensure that media companies can provide consumers with instant access to secure, uninterrupted content.

The ubiquity of online video has lifted consumer expectations to the point that high-quality viewing is expected on virtually anything with an Internet connection. Not just with some content ... but all content on any device, anywhere, no matter the screen, platform or network connection.

Media companies are also under increasing pressure to monetize and measure their content. Delivering the right content to the right device at the right time is just one of the many complexities in an ever-changing and increasingly complex landscape.

Akamai's cloud-based media solutions simplify the challenges of providing high quality online viewing experiences, giving media companies the freedom to focus on creating the content for these great experiences. From the Olympics to elections, the Akamai Media platform has proven time and again that it can scale to meet the world's most demanding online video events at the highest possible quality, while providing granular, real-time analytics to understand every aspect of the viewer experience.

How Akamai Media Solutions Work



Results of Poor Performance

- Less revenue
- Damage to brand
- Increased risk of piracy

BENEFITS TO YOUR BUSINESS

- Engage audiences and grow revenue by delivering high-quality online video to meet viewer demand and consumer expectations
- Simplify your workflow, grow your audience, and extend your reach to any device, anywhere
- Deliver faster site performance regardless of device
- Protect your brand and bottom line from potential security breaches and downtime

QUICK FACTS

- Consumers spend over 5.5 hrs on digital media every day (the most of any medium) (eMarketer)
- 16% of DDoS attacks are aimed at Media & Entertainment companies
- Millions of dollars are lost for every hour of downtime
- No one delivers more web content than Akamai

"With Akamai in place, our site visitors are having a good experience and we can easily deliver the number of impressions that our online advertisers demand to meet their goals."

— Rashmi Chugh, Head-Internet, HT Media

Learn more at akamai.com/media

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Delivering Higher Quality Video to Fans around the World

The National Football League (NFL) is on the cutting edge of delivering sports entertainment to passionate football fans around the world. Its site – NFL.com – is the official online destination for everything related to the league, and is being continuously evolved to satisfy growing fan expectations. To that end, NFL.com offers fans a way to engage with the sport year round, through video-rich features such as exclusive video highlights within NFL.com Fantasy Football, live broadcasts of events like the NFL Scouting Combine and the NFL Draft, as well as NFL.com Live: Thursday Night Football offering live look-ins to NFL Network's eight-game package of games during the season. Delivering high quality video to NFL fans continues to take on great importance to the league as fans look to NFL.com for differentiated video on a timely basis. Having a reliable partner to help deliver the best possible experience is key as video consumption across the NFL.com video platform has increased by more than 80%.

"Our multi-year partnership with Akamai is key to delivering a high-quality NFL video experience to our fans."

— Hans Schroeder, Senior VP of Media Strategy and Development, NFL

Akamai – Moving Businesses Faster Forward

\$1.6 Billion Revenue

2,000 Locations

5,000 Customers

Akamai is Trusted By:

All Top 30 Media & Entertainment Companies

20 of the Top 25 Gaming Companies

9 of the Top 10 Largest Newspapers

9 of the Top 10 Social Media Sites

All of the Major U.S. Sports Leagues

Representative Customers:

The
New York
Times



NETFLIX

facebook

ESPN

BBC



Akamai® is the leading cloud platform for helping enterprises provide secure, high-performing online experiences on any device, anywhere. At the core of the company's solutions is the Akamai Intelligent Platform™ providing extensive reach, coupled with unmatched reliability, security, visibility and expertise. Akamai removes the complexities of connecting the increasingly mobile world, supporting 24/7 consumer demand, and enabling enterprises to securely leverage the cloud. To learn more about how Akamai is accelerating the pace of innovation in a hyperconnected world, please visit www.akamai.com and follow @Akamai on Twitter.

Akamai is headquartered in Cambridge, Massachusetts in the United States with operations in more than 40 offices around the world. Our services and renowned customer care are designed to enable businesses to provide an unparalleled Internet experience for their customers worldwide. Addresses, phone numbers and contact information for all locations are listed on www.akamai.com/locations.