

# Media Reports

Insights into Your Media and Download Delivery



Monitor and identify key trends of your Akamai Media Delivery solutions with Media Reports. A one-stop easy reporting interface within Luna Control Center that gives you access to valuable insight to enhance your business by optimizing your streaming content, software downloads, and object delivery.

## The Challenge for Businesses Using Media Delivery Solutions

An array of businesses from online publishing and broadcast media to software delivery and enterprises have long needed better access to reporting metrics for their delivery. Without the critical insight into your daily streaming, downloads or object delivery, you have no awareness of asset usage or how the quality of your delivery is affecting your daily business. Without this valuable reporting, you continue to fly blind losing the opportunity to better understand your end user experiences, which in turn greatly impacts your brand and customer loyalty.

Noting the greater importance of high quality delivery in a competitive marketplace, Akamai has upgraded its existing Traffic, Visitor & URL reports, and has consolidated them within Luna Control Center using a richer user-interface. Akamai's **Media Reports** give you access to monitor site, traffic, visitors, applications, downloads, and video streaming to track your content and make sure it's reaching the end user with the highest quality for a superior user experience. Media Reports provide significant enhancements and close the reporting gap required by your businesses to stay relevant and be able to differentiate yourself.

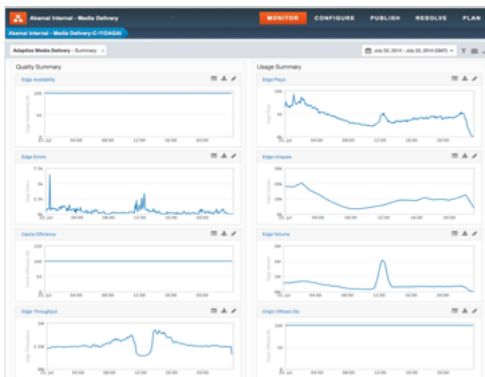
## Key Feature Differentiators

- **Align Metrics to Customers** – monitor and stay on top of all the key indicators that directly impact your daily business performance
- **Dimension level drill down** – use the many dimensions and metrics offered by Media Reports to quickly drill down and discover major trends and engagement levels by your audience
- **API Access** – access your data with an API to use in any other desired user-interface (UI)
- **Intuitive and easy UI** – manage and track your data using an upgraded dashboard that features easy downloads to pdf formats and recurring email setup
- **Custom data fields** – customize your data in ways that allow you to easily access and share metrics that only matter to your business

## BENEFITS TO YOUR BUSINESS

- **Monitor Streaming Delivery quality** by keeping track of your traffic, visitors, URLs and more for both On Demand and Live Media video content streaming
- **Improve software download completion rates** by monitoring your software delivery and user engagement
- **Track Object Delivery for faster website downloads** making sure that your object delivery is not slowing down your website and affecting visits
- **Identify key trends** in your business to better enhance on your delivery strategy, and modify or troubleshoot any quality issues on any device
- **Provide features to layer in business context** that will give you the insight needed to understand the specific trends that are affecting your business negatively or positively and be able to act upon them

## Media Reports Dashboards



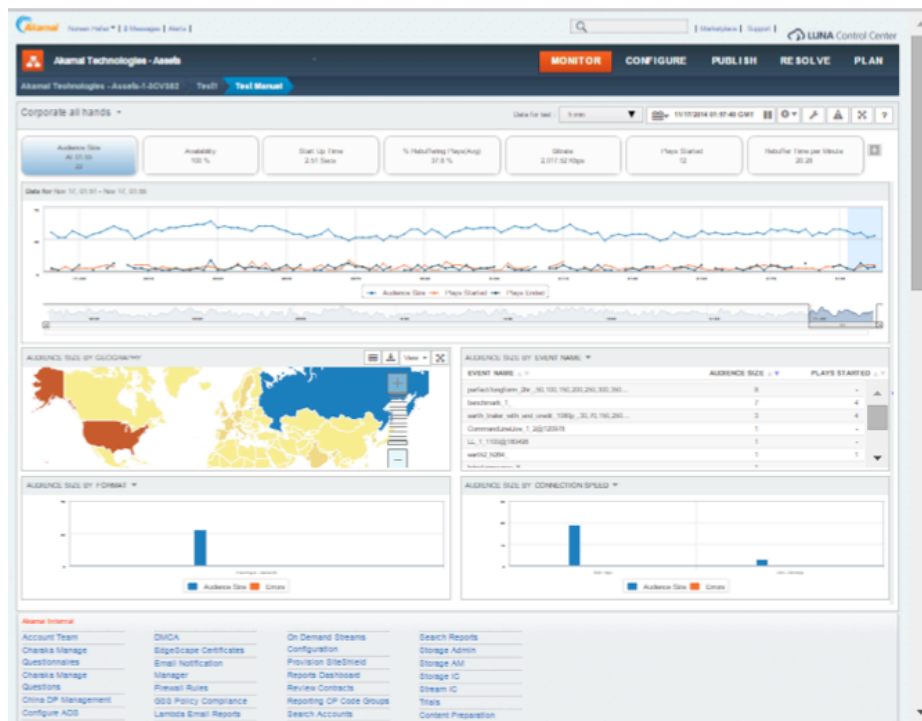
## Media Reports

### Media Analytics

For even deeper insight into your business, discover Media Analytics - a premium solution that extends the features and capabilities of Media Reports allowing you to build and customize multi-layered, powerful reports with more metrics and dimensions to give you the intelligence you need to manage and optimize your online business. With Media Analytics, you'll get access to:

- **Quality of Service (QoS)** to monitor video performance that impacts viewer engagement, affecting monetization, subscriptions, and audience growth.
- **Viewer Diagnostics** for deeper analysis of individual quality viewing experiences.
- **Audience Analytics** to stay on top of trends and audience behavior as they engage with video content.
- **Download Analytics** offering insight into the performance of online software downloads.

Using these modules, businesses can set thresholds and uncover key sensitivities to focus on elements like performance quality or usage behavior affecting success of online video experience viewers now demand for both live and on-demand digital media, as well as download engagement and completion rates. To learn more, visit [Akamai's Media Analytics page](#).



Akamai® is a leading provider of cloud services for delivering, optimizing and securing online content and business applications. 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](http://www.akamai.com) or [blogs.akamai.com](http://blogs.akamai.com), and follow @Akamai on Twitter.

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