

Adaptive Media Delivery

High-quality streaming media delivery from Akamai's globally distributed content delivery network (CDN)



The applications for online video continue to expand, and the growing, global online audience demands instant, uninterrupted access to video on any device, anywhere. To meet consumer expectation in this hyperconnected world, content providers need a high performance streaming media delivery solution.

This solution needs to reach audiences reliably wherever they are, scale as fast as they grow, and adjust intelligently to dynamic network environments for the highest viewing quality possible. Missteps in online video strategy can have a long-lasting effect on audience perceptions, not only of the video experience – but also on the brand being represented.

Akamai Adaptive Media Delivery

Akamai's Adaptive Media Delivery is optimized for Adaptive Bitrate (ABR) streaming to provide a high quality viewing experience across the broad variety of network types - fixed or mobile, at varying connection speeds. Built on the Akamai Intelligent Platform™, Adaptive Media Delivery provides superior scalability, reliability, availability and reach.

Reliability, Capacity and Scale: Akamai is a trusted partner for content providers streaming the world's largest online events¹ - events that have established benchmarks for online streaming capacity and scale. This capacity and scale is a critical element of an online streaming strategy, because it is impossible to predict when and where your content will go viral. When a streaming event or Over-The-Top (OTT) service must succeed, the world's most successful brands turn to Akamai Media Delivery Solutions.

Quality through Technology, Innovation, and Experience: Adaptive Media Delivery leverages the latest ABR technologies and more than 15 years of Akamai expertise to offer a smooth, high quality viewing experience for your audience. Since 1998, Akamai's CDN market success has supported continuous investment in network capacity and software innovations, to stay ahead of online audience demand.

Proximity – Closeness Counts: Even the highest quality networks are subject to the Internet's realities of latency, congestion, and packet loss, which can significantly limit online video quality. Akamai's broadly deployed network of edge servers, with more Points of Presence (POPs) than other global CDN providers², minimizes the impact of network congestion, for consistent viewing experiences. In addition, our partnerships with the world's leading service providers, allows our edge servers to be located deep within over 1,500 service provider networks – closer to the audience, for the lowest latency and highest quality.

Broad Protocol Support

Adaptive Media Delivery reliably delivers prepared, pre-segmented HTTP-based Live and On-Demand streaming media, including support for the following formats:

- **HTTP Live Streaming (HLS)** for iOS devices, browsers running HTML5, and more
- **HTTP Dynamic Streaming (HDS)** for devices running the Adobe® Flash® and AIR® runtimes
- **Microsoft Smooth Streaming (MSS)** for devices running Microsoft Silverlight®
- **Dynamic Adaptive Streaming over HTTP (MPEG-DASH)**

While **Adaptive Media Delivery** is both workflow and origin storage agnostic, Akamai's complementary **Media Services** and **NetStorage** can be combined with Adaptive Media Delivery for an elegant, efficient, high quality streaming media solution.

Akamai's distributed architecture and ISP partnerships place the servers – and your content – closer to the viewer, for better reliability, availability, and performance. This approach offers the high quality of experience that online audiences increasingly expect.

BENEFITS TO YOUR BUSINESS

- **Maintain superior video quality and reliability** via Akamai's unique, globally distributed network architecture which keeps content close to viewers
- **Scale rapidly for large audiences** – planned or unexpected – by leveraging the distributed network's ability to dynamically and intelligently distribute load
- **Optimize online video playback quality and performance** through Akamai application-aware software intelligence, uniquely tuned to optimize Adaptive Bitrate Streaming
- **Reach audiences on any device** with support for a wide range of standard video streaming protocols.
- **Leverage the experience** gained from streaming the world's largest online events¹ for your key online media initiatives

“ Our experience with Akamai is that they are a smart, passionate team that's about delivering results – the same parallel goals that we have at NBCSports.com and NBCSports Digital.

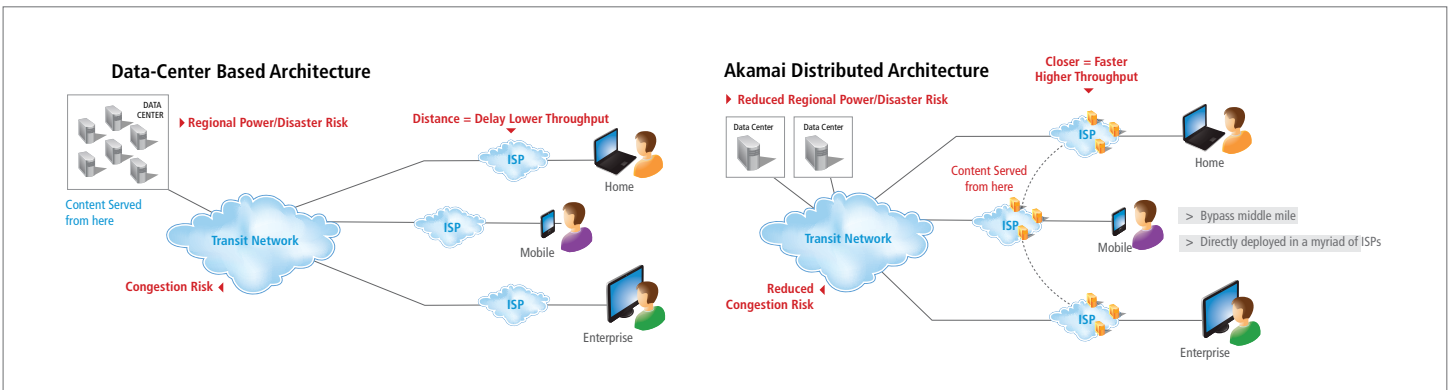
— **Rick Cordella**, SVP Digital Media,
NBC Sports Group

¹ NBC Olympics Delivers Record Shattering Digital Coverage of 2016 Games with Help from Akamai: <https://www.akamai.com/us/en/about/news/press/2016-press/nbc-olympics-delivers-record-digital-coverage-of-2016-rio-games.jsp>

Apple's iPhone 7 Keynote was the highest ever video traffic for Akamai: <http://www.loopinsight.com/2016/09/08/apples-iphone-7-keynote-was-the-highest-ever-video-traffic-for-akamai>

Inauguration Sets Record for Live Video Streaming of News Event on Akamai: <https://www.akamai.com/uk/en/about/news/press/2017-press/inauguration-sets-record-for-live-video-streaming-of-news-event-on-akamai.jsp>

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Standard and Optional Features

Adaptive Media Delivery includes the following standard features

- 100% Availability SLA
- IPv6 support
- HTTP/2 Support
- Token Authentication to prevent link sharing
- Access Control to manage content access
- Advanced Cache Optimization to improve content cacheability
- Site Failover to provide continued delivery in the event of origin failure
- Log Delivery Service/Standard Reporting³
- Flexible configuration and management options, via both Akamai's Luna Control Center Web interface and a rich set of {OPEN} APIs⁴
- HTTPS - Shared Certificate support
- Media Acceleration to enhance video delivery performance for end viewers (integration of [Media Acceleration SDK](#) required)

The following features are optionally available:

- Media Encryption to protect against unauthorized access to video content
- Content Targeting to manage content availability by IP address/Geo association
- China CDN for improved performance when delivering content into China
- Identity Services to federate the authentication and authorization process between the user and multiple service and content providers
- Edge IP Binding to enable simplified tracking of global media traffic from a small set of fixed IP addresses

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.

² <https://www.akamai.com/us/en/about/facts-figures.jsp>

³ The Media Analytics product extends the features and capabilities of standard reporting for deeper insights into the user experience.

⁴ {OPEN} API information is available on developer.akamai.com



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, blogs.akamai.com, or [@Akamai](https://twitter.com/Akamai) on Twitter. You can find our global contact information at www.akamai.com/locations, or call 877-425-2624. Published 08/17.