LIVE LINEAR SOLUTION BRIEF
VIEWER-CENTRIC INNOVATION FOR BROADCAST-LEVEL QUALITY
AMERICAS
The Growing Opportunity in Live Linear

The opportunity for additional revenue is wide open. But only if you can deliver the video quality viewers want.

Global OTT revenue is projected to grow to $83.4 billion by 2022.¹ Currently, three out of four households in the United States have a connected TV.²

More than one-third of U.S. broadband households subscribe to multiple OTT video services, including 15% subscribing to three or more.³ However, one-third of households have cancelled one or more services in the past year, signaling viewer experimentation with different OTT providers.⁴

So while there is strong growth potential for live linear programming services, providers will only be successful to the extent that they can keep viewers happy and engaged.
STREAMING QUALITY IS THE NEW DIFFERENTIATOR

Quality is the core differentiator for any live linear service, as online audiences have high expectations. Viewers expect instant access to uninterrupted video streams on whichever device they’re using, anywhere they might be, at any time of day. For content distributors intent on providing a quality live linear service, success rests not only on providing viewers the content they want to see, but providing it at broadcast-level quality 24/7 regardless of network conditions, device type, or audience.

This shift from a network-centric to a viewer-centric approach — where delivering exceptional viewer experience rests at the epicenter of all business endeavors — is both necessary and long overdue. After years of vague conversations in the industry about the importance of quality, providers committed to long-term success must now adopt a disciplined approach to delivering and measuring it. OTT technology buyers must also expand their frame of reference beyond IT to develop a fundamental understanding of the impact of quality on business outcomes and build (or rebuild) their infrastructures based on viewer expectations. The stakes are just too high to ignore the critical connections between video quality, viewer expectations, and business performance.

THE CHALLENGE OF THE UNPROVISIONED NETWORK

It may be obvious, but it bears repeating: Digital streaming is fundamentally different from traditional broadcast, and delivering 24/7 streams over the unprovisioned Internet brings about a whole different set of challenges for content distributors. With 24/7 live linear streaming, striving for near-perfect uptime, reliably handling a continuous flow of content, and consistently delivering it with the highest quality to each viewer, while scaling for peak audiences and reducing live delay, are only a handful of considerations that need to be accounted for.

Content distributed over the unprovisioned Internet provides no guarantees with respect to consistency of performance or quality. Unlike Pay TV providers, the burden of quality falls directly onto the OTT content providers themselves who must plan for (and manage) bitrate, availability, and buffering around the clock, across concurrent channels, in every geographic region where they operate. This is not easy.
“MUST-HAVE” CAPABILITIES TO DELIVER BROADCAST-LEVEL QUALITY

Launching a live linear video service is risky. For every second your viewer’s experience is interrupted — by buffering, pixelated imagery, or other issues — brand perception is degraded and their loyalty is eroded. Systems and applications must work flawlessly, in perfect harmony, to meet your viewers’ expectations.

Each piece of a high-performance live linear streaming solution merits careful consideration with regard to reliability, scalability, cost, and interoperability. Although each component (user interface, apps, content management platforms, etc.) is important, Akamai has identified six must-have capabilities that have a direct impact on the performance of a live linear service and quality of viewers’ overall experience.

AKAMAI, THE TRUSTED LEADER IN LIVE LINEAR

We are continuously innovating to help you increase operational efficiency and manage costs, while optimizing for quality, reliability, and scale. Our Live Linear Solution was built to address the six must havees in the following ways.

1. Purpose-Built Origin

Live streaming is not broadcast. A significant gap still remains between traditional TV and online streaming in regard to performance and quality. Flawless planning and execution are essential for achieving reliable performance and for providing consistent experiences to individual viewers at scale. Our solution is built to deliver the reliability, consistency, and performance required in a live solution to bring the experience of TV to online audiences.

Although a significant gap between streaming and TV continues to exist, viewers still demand an online experience that matches or exceeds that of broadcast.

Akamai’s Media Services Live is a stand-alone service that helps content providers ingest and prepare their live streams to provide the smoothest viewing experience. In addition, operating from the cloud helps manage the costs and complexities of providing a live streaming service, while the ability to provide support for multiple delivery channels allows for flexibility in content distribution. Media Services Live offers several purpose-built capabilities known as liveOrigin™, which operate in concert to provide unmatched reliability, consistency, and scale.
The combination of these capabilities includes:

- **Ingest Acceleration**: Reliable, secure video ingest acceleration, from encoder into the Akamai cloud, using UDP transport protocol. This technology provides improved consistency in throughput of higher-resolution streams and mitigation of poor network connectivity.

- **Low-Latency Support**: Purpose-built architecture delivers content on par with broadcast, with 10-second, hand-wave latency, and addresses the need for online and broadcast content to provide near-simultaneous playback for viewers. Delays between broadcast signals and online streams are significantly minimized from what has traditionally been 30 seconds or more.

- **Self-Healing Network**: A highly distributed ingest network is complemented by advanced mapping technology — routing content by dynamically matching encoders to an optimal entry point. In addition, content is replicated to multiple, geographically dispersed locations, so even if an entire region is down or congested, streams can flow seamlessly through the network without interruption.

- **First-Mile Reporting**: Near real-time reporting into server-side performance that affords customers critical insights into content and first-mile ingest performance with customizable thresholds to trigger alerts when exceeded.

- **TLS Support**: Ability to deliver content over a TLS session from the encoder in the first mile, while securing content in the last mile from the edge of the Akamai network and out to viewers through leveraging Adaptive Media Delivery, so content is delivered securely from end to end.

- **DVR & Archive**: Provide alternative ways to control and consume content by offering functionalities such as “live rewind” that viewers are accustomed to from TV.

- **Support for Leading Video Formats**: Akamai supports ingest for all leading video formats, including HLS, DASH, HDS, and CMAF (which targets both HLS and DASH-supported devices), to provide flexibility for content providers to reach a fragmented online audience on a variety of devices.
2. Reliable, Scalable, Secure Delivery

Online audiences are both unpredictable and demanding. To deliver an experience that meets or exceeds viewer expectations, providers of live linear services must be able to handle sudden spikes in viewership from anywhere in the world, while consistently delivering a quality experience to each viewer. Working with a partner who can take concerns about quality, reliability, and scale out of the equation is a critical step in building your service around your viewers’ expectations.

Akamai’s Adaptive Media Delivery ensures high-quality live streaming to viewers, regardless of their location or device type, across a variety of network types, and is origin agnostic, capable of integrating with any third-party origin provider. With more capacity globally than all other Content Delivery Networks (CDNs) combined, Akamai’s scale maintains superior video quality and performance reliability globally for even the largest online audiences.

Akamai’s solution incorporates several capabilities that help live content providers address specific delivery challenges:

- **QUIC Support:** This feature enhances the performance of media delivered over the unprovisioned Internet and enables the reliable and secure transport of content delivered from an origin to end-viewer devices. UDP transport protocol improves the quality, speed, and consistency of delivering content to a variety of viewer devices.

- **Content Targeting:** Akamai helps content providers navigate the myriad rights restrictions they must adhere to. Our content targeting feature can restrict access to video content based on a viewer’s geographic location.

- **Content Security:** Akamai supports numerous measures to combat against piracy and unauthorized viewing, including per-session encryption using the AES 128 standard and token-authentication to guard against link sharing.

- **Secure Communications:** Amidst an ever-increasing number of cyber security threats, Akamai is committed to ensuring security and privacy of Internet communications. Customers have multiple options to secure communications over the last mile of the Internet, between the edge of the Akamai network and viewers, by delivering content over HTTPS, using Transport Layer Security (TLS).
  - **Standard TLS:** This included feature secures delivery for customers who require global scale, performance, and flexibility over their certificate type, supporting custom domains.
  - **Enhanced TLS:** Customers who require physical security measures and strict adherence to PCI compliance for their HTTPS traffic may choose the Enhanced TLS option to satisfy their media delivery needs.

- **Cloud Authentication:** Akamai provides secure connectivity for customers who utilize a public cloud storage provider as their content origin. In the event a request is sent forward to origin, Akamai manages the request and retrieves content securely. This reduces overall load on the origin infrastructure,

- **Manifest Personalization:** This capability personalizes manifests at scale based on device type, user, network conditions, or geography to deliver the most optimal playback experience to each individual viewer.
Akamai’s Dynamic Ad Insertion solution is platform-agnostic middleware, capable of working with major ad-decisioning providers and ad exchanges. Integration with Media Services Live or Adaptive Media Delivery offers content providers a highly robust media distribution solution to help deliver seamless, high-quality viewing experiences at any scale, while improving opportunities to target and monetize their audiences.

Manifest manipulation capabilities through Akamai’s Dynamic Ad Insertion keeps audiences engaged and allows for effective monetization of content at scale. Utilize market-leading technology that dynamically stitches ads on the server side while targeting them at the viewer level. This results in an overall improved viewing experience for your audience and creates additional opportunities for monetization of your video assets.

- **Server-Side Implementation:** Allows for improved mitigation of ad blocking while serving targeted ads at the viewer level, and providing clickable and dynamic overlay ads to enhance engagement
- **Frame-Accurate Signaling:** Coupled with server-side stream manipulation, allows for delivery of seamless and frame-accurate transitions between ads and content
- **Conditional Blackout and Program Replacement:** Enables limitation or replacement of content for specific audiences without the need for additional encoding or packaging
- **Near Real-Time Analytics:** A telemetry API provides reporting into real-time statistics on user engagement, ad server performance, and key metrics essential for optimizing the revenue from your streams and in line with IAB specifications
- **Cloud Wrapper:** For providers that store their content in the cloud, this solution maximizes offload and protects origin infrastructures, delivering significant cost efficiencies. The service provides a highly efficient custom caching layer that wraps around centralized cloud infrastructures, shielding the origin from high volumes of requests and spikes in traffic.
- **Direct Connect:** This provides private connectivity between a provider’s data center and Akamai, enabling those who manage their own origin infrastructure to achieve reliable, secure, and cost-effective first-mile transit for their online video.

As video content consumption continues to move online, audiences are growing along with their demands for a high-quality experience from their live linear streaming service. These trends, coupled with fragmentation of devices and advancements of ad-blocking technologies, only add to the complexity of efficiently monetizing online viewers.

Akamai also offers add-on services that enhance connectivity between video content stored in centralized public cloud platforms or customer-managed infrastructures and the Akamai Edge. These include:

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Captivating your audience starts well before the delivery of high-quality videos. The journey begins at the EPG (Electronic Program Guide) with high-quality digital images. Research from Netflix shows that viewers abandon a service if they don’t find a show they want to watch after 60-90 seconds of browsing (10-20 titles across 1-2 screens). So that means that EPG better perform flawlessly, no matter which device the viewer is on, and regardless of their connectivity profile.

Akamai’s Image Manager makes image optimization simple. It is an easy-to-use, automated solution that optimizes each image for the best combination of size, quality, and format tailored for each viewer and device. It also offloads the transformation of derivative image assets to the cloud.

- **Responsive HTML5 Media Viewer**: Simply upload digital images, group them together as a collection using an ID, and display them via a mobile-aware HTML5 interactive 360° viewer for customers to seamlessly explore image galleries or slideshows, leading to increased viewer engagement.

- **Perceptual Quality Algorithm and Preview**: Lighten the weight of digital images while maintaining the best visual quality by intelligently calculating and applying a precise degree of compression for the maximum level of byte reduction that is imperceptible to the human eye.

- **Auto-Convert Image Format**: Automatically detect and convert online images to software-specific image formats to take advantage of the advanced levels of compression that WebP, JPEG-XR, and JPEG 2000 can offer for customers on Chrome/Android, iOS/Safari, and IE/Windows software.

- **Auto-Resize for Mobile Screens**: Automatically resize website images for mobile devices based on viewport width so that mobile users are not over-downloading images that are larger (and slower) than needed to fit their screen size.

- **Easy and Flexible Integration**: You can use any web-accessible storage location, and Image Manager is also compatible with your existing publishing and purging workflows, giving you full control over your digital image assets and infrastructure decisions to gain maximum benefit from your CDN solution.

- **Dynamic Policy-Based Artistic Transformations**: Set image-level policies using query string parameters (QSPs) to speed up code development. Say goodbye to admin consoles.
3. Dependable Security

Hosting your content online via a website provides an unprecedented level of contact with viewers. In addition to hosting videos, your website is also a place where business information (login, credit card, etc.) can be easily accessed by third parties — often using automated tools known as “bots.” For many organizations, bots represent 50% or more of their overall website traffic, from good bots engaged in essential business tasks to bad bots conducting fraudulent activities. Regardless of business impact, bot traffic can reduce website performance for legitimate users and increase IT costs. Organizations need a framework to manage their interaction with different categories of bots and the impact that bots have on their business and IT infrastructure.

**Bot Manager** provides organizations with a flexible framework to better manage the wide array of bots accessing their websites every day. It offers the abilities to identify bots as they first arrive, categorize different types of bots, and apply the most appropriate management policy for each category. This allows greater control over how each organization interacts with different types of bots, maximizing business benefits while minimizing any negative business or IT impacts.

- **Bot Directory:** Continuously updates Akamai’s directory of more than 1,400 known bots in 17 categories that commonly interact with our customers
- **Customized Actions and Policies:** Creation of custom bot signatures and categories to identify specific bots, and assignment of a wide range of actions to take to manage different types of bots (such as alert, block, delay, serve alternate content) based on parameters such as URL, time of day, or percentage of traffic
- **Unknown Bot Detection:** Detection of traffic from unknown bots through intelligent techniques that include behavior analysis, browser fingerprinting, automated browser detection, HTTP anomaly detection, high request rate, and more
- **Bot-Centric Reporting and Analysis:** Real-time and historical reporting on bot traffic, from high-level statistics for insights into bot trends to detailed analysis of individual bots or segments of your bot traffic with sampled HTTP requests and responses

Since websites and applications are accessible from the Internet, they offer a relatively simple entry point to access valuable data and are often subject to attacks. Akamai’s **Kona Site Defender** protects websites and applications from downtime and data theft caused by opportunistic and targeted web attacks, as well as DDoS attacks. Akamai’s visibility into 15 to 30% of the world’s web traffic provides intelligence into the threat landscape that allows us to constantly evolve rules to thwart the latest attacks. Our expert services team is available to work with customers to integrate optional components to maximize security and enable organizations to conduct their business without constantly fearing intruders.

**BUSINESS BENEFITS:**
- Reduce risk of downtime, defacement, and data theft
- Protect revenue, customer loyalty, and brand equity
- Maintain performance even under attack
- Reduce costs from spikes in attack traffic
- Reduce capital expenditure on security hardware and software

**TECHNICAL BENEFITS:**
- Integrate easily with existing IT infrastructure and DevOps
- Get deep threat insight visibility
- Maximize uptime and availability during DDoS attacks
- Defend web application infrastructure
- Protect against direct-to-origin attacks
- Scale on demand
- Leverage best-in-class application security expertise
Broadcasters employ an army of freelancers and third-party companies to make and deliver content. These can include video editors, post-production houses, and OB/SNG/ENG providers, all of whom need access to internal business and collaboration applications to perform their assignments. VPNs (virtual private networks) can provide them with access to unnecessary information, systems, and networks. Big picture: Today, talent is widely distributed and remote, and they need to access applications to do their jobs.

Akamai’s **Enterprise Application Access (EAA)** provides simple and secure access and delivery of enterprise applications. It gives individual access to internal applications on a per-app basis without providing full network access, thus improving an organization's security posture by reducing their attack surface and not allowing lateral movement within the network. EAA is a cloud-based solution that is simple and quick to configure, manage, and maintain. IT organizations get a centralized managed solution that does not rely on traditional remote access technologies (VPNs, VDI, RDP, or proxies) or deploying hardware or software within the enterprise infrastructure.

With EAA, there is no direct path into your applications. Instead, Enterprise Application Access dials out a secure, mutually authenticated TLS connection and brings the application to the user. Since there are no tunnels, there is no path for malware to land inside your network and potentially spread to sensitive or privileged systems. All user connections are stopped in the cloud, terminating on secure proxies while applying strong authentication and security controls. You can add your own security controls for increased protection of highly sensitive applications.

Broadcasters are also prone to hackers and attacks by malicious actors. They have three asset classes of that are worth stealing: viewer PII, premium video files, and executive communications. With the shift from advertising to subscription-based monetization, broadcasters and native OTT providers must now collect and secure customer PII — including payment card information, as these profiles have significant value. Likewise, the era of peak TV means content piracy of hit shows makes exfiltration of these files extremely lucrative for hackers.

Targeted threats such as malware, ransomware, data exfiltration, and phishing are increasing in volume as the enterprise threat landscape evolves. Simultaneously, malicious actors are getting better at circumventing traditional security approaches.

**Enterprise Threat Protector (ETP)** leverages real-time Akamai Cloud Security Intelligence and Akamai’s proven, globally distributed recursive DNS platform to proactively identify and block targeted threats. Security teams can centrally manage and enforce unified security and acceptable use policies in minutes for all employees, protecting content and operations from security threats.

- **Significantly improve security defenses** by proactively blocking DNS requests to malware and ransomware drop sites, malware command and control (CnC) servers, and DNS data exfiltration and phishing domains based on unique and up-to-date threat intelligence.
- **Instantly add protection without complexity or hardware** with a 100% cloud-based solution that can be configured and deployed in minutes (with no disruption for users) and rapidly scaled.
- **Simply reduce risk and improve security** for off-network laptops without using a VPN with the lightweight Enterprise Client Connector, which enforces your security measures and acceptable use policies.
- **Easily reduce management time** by administering security policies and updates from anywhere in seconds to protect all locations.
- **Quickly and uniformly enforce compliance and your acceptable use policy** by blocking access to objectionable or inappropriate domains and content categories.
- **Immediately increase DNS resilience and reliability** with Akamai’s carrier-grade global intelligent platform.
4. High-Quality Playback

Media Acceleration: Enhances the performance of media delivered over the unprovisioned Internet and enables the reliable and secure transport of content delivered from an origin to end-viewer devices. UDP transport protocol improves the quality, speed, and consistency of delivering content to a variety of viewer devices.

Akamai’s Adaptive Media Player is an extension of our live streaming solution. It simplifies media player deployment by providing an excellent foundation for a truly high-quality media playback experience optimized for multiple device viewing.

5. Visibility and Insight

Visibility into the quality of video performance is critical to uncovering insights that impact the viewer experience. Akamai’s Media Analytics is a cloud-based, self-service solution composed of two key modules that help content providers get a pulse of their business through data and insights critical to engage, retain, track, and further monetize their online audiences.

- Quality of Service (QOS) Monitor offers real-time visibility into the quality and performance of video streams, as content is streamed live, through key metrics that include startup time, rebuffer rates, audience size, bitrate, availability, errors, and more.

- Audience Analytics provides a comprehensive overview of key trends and audience behavior as they engage with video content. Customizable Business Summary and Quality of Service dashboards give a snapshot of factors influencing the video experience.

To complement client-side visibility, Akamai’s Media Reports provide server-side insights into traffic, visitors, and video streaming performance to track content and make sure it’s reaching their viewers with the highest quality for the best streaming experience. Included with Media Services Live and Delivery products, Media Reports provide significant enhancements in monitoring the performance of video operations — helping close the reporting gap required by businesses to stay relevant and differentiate their services to their online audiences.
Your website’s user experience directly affects your business outcomes, especially if it aids new subscriber acquisition or ad revenue, or hosts your video content. The challenge with site performance is quantifying “how much” it impacts your digital experience — balancing page speed against site changes for the highest business outcome and best customer satisfaction. Akamai’s mPulse provides visibility into the immediate impact of user-perceived performance on session length, engagement, revenue, and other key business metrics, in addition to contextual intelligence and easy-to-understand visualizations for effective decision making.

- **Real-Time Performance Data and Insights**: Get actionable insights from real-time performance data across all your web and mobile users, for visibility into website elements that are impacting individual user experiences, for identification of bottlenecks or single points of failure (SPOFs).

- **Patented “What-If” Feature**: Understand the relationship of performance and user engagement. mPulse combines 100% of real-user data with advanced predictive analytics for visibility into trends impacting your website, as well as into the unique relationship between performance and successful revenue and conversion outcomes.

- **Server-Side Monitoring**: Gain visibility and insight into first-mile and streaming performance through server-side reporting for key metrics that impact your viewer’s experience and overall video operations. Track traffic, visitors, URLs, and more for live, live linear, and on-demand content.

- **Intuitive and Easy UI**: Manage and track your data using an upgraded dashboard that features easy downloads to .pdf formats and recurring email setup.

- **Customized Reporting**: Use the many dimensions and metrics offered by Media Reports to quickly drill down and discover major trends and engagement levels by your audience. Or customize your data in ways that allow you to easily access and share metrics that only matter to your business.

- **Full SPA Support**: Get support for all SPA frameworks — even custom.

- **Control Marketing Campaigns in Real Time**: Using Google Analytics, Adobe Analytics, or IBM Digital Analytics, combine performance and marketing analytics to visualize and adjust campaigns in flight.

- **Conversion and Activity Impact Scores**: Understand how web page performance impacts conversions and session length.

- **Management of Third-Party Resources**: Understand the performance impact of all third parties and third-party vendors, then take action to optimize.

When preparing the season finale of a hit show, content providers can expect large audiences. To ensure your audience doesn’t miss a second of action, your end-to-end architecture must be ready for future demand and sudden peaks in visitor traffic. Ensure that every viewer is satisfied — and doesn’t jump to your competitor — with Akamai’s scalable, global performance-testing platform, CloudTest.

Akamai CloudTest helps you stress test your website and OTT architecture from end to end. Offered as a managed service, it delivers testing at any scale via the cloud in production or inside a pre-production environment. You’ll benefit from the expertise of Akamai’s performance engineers to create, manage, and report the findings of your tailored test plan. Testing capabilities include test video workflows for live and on-demand streams, web and mobile apps, APIs, databases, and web services, all with full support for continuous integration. Real-time analytics and customizable dashboards provide actionable intelligence, allowing for root-cause analysis while tests run, and granular control to dynamically ramp tests up or down. When paired with Akamai’s real-user monitoring service mPulse, testing scenarios can be scripted based on real-user traffic patterns, allowing for the most realistic and accurate testing.
6. Expert Services and 24/7 Support

Broadcast Operations Control Center (BOCC) is a managed service composed of a highly specialized team of experts and advanced telemetry tools that provide 24/7 proactive monitoring, alerting, and live support for end-to-end visibility into your live linear offering. Numerous specialized telemetry tools provide operational insight into network conditions, quality, and performance metrics across your entire video operation. These tools, paired with access to media experts and broadcast engineers, help to quickly evaluate and mitigate issues that could potentially arise with your live linear streams, while allowing for rapid root-cause identification within your video service.

Finally, it’s critical to surround your operation with the right team of dedicated experts to help plan, monitor, and support your service from the ground up. Akamai’s Services and Support team acts as an extension of your own. Our globally distributed media experts provide trusted advice and assistance from initial deployment to ongoing support, maintenance, monitoring, and management. With a dedicated, round-the-clock point of contact, you can minimize the impact of time-sensitive issues.

SOURCES
2) 74% of U.S. TV Households Have at Least one Connected TV Device. Leichtman Research Group, June 8, 2018.