

Download Delivery for Games

High performance delivery and tools to optimize game downloads and updates



Players are impatient. They want your game, and they want your updates, but they don't want to wait. An effective content distribution and download strategy is a key factor in maximizing player acquisition, retention and monetization. Akamai Download Delivery speeds your content to players all over the world and lowers distribution costs while giving players the download experience they expect – whether they're on their PCs, smartphones or consoles.

BENEFITS TO YOUR BUSINESS

- **Improve download completion rates** through faster performance.
- **Scale globally on demand without costly build-out** by leveraging the Akamai Intelligent Platform™.
- Protect your games through token authentication.
- **Manage and control your download offering** with rate limiting, cache optimization, and standard report metrics.
- **Give consumers a superior game download experience** via Download Manager's fully customizable UI, multi-file software download support, automatic launch actions, and automatic error checking and correction.
- **Integrate Download Delivery management** into your own systems through {OPEN} APIs.

The challenges of delivering games digitally continue to increase: supporting a growing, global player base, ever-expanding file sizes, and periodic demand surges that can be many times the "normal" daily average – especially when new content launches. The ability to serve these peak demand periods – when player satisfaction is critical – means that in-house solutions must be overbuilt, leaving significant excess capacity during non-peak demand periods. It is difficult for in-house developed solutions, with their costs and complexity, to deliver on the promise and revenue opportunity of online delivery. Nor do they address the key challenges of using the Internet as the download delivery platform – latency, congestion, and bottlenecks – which lead to long load times, reduced completion rates, higher support costs, and frustrated players. Poor download experiences can drive players to other games, and put your brand equity at risk. Your eager fans will be the loudest critics if you don't deliver a great experience from end to end.

Akamai Download Delivery

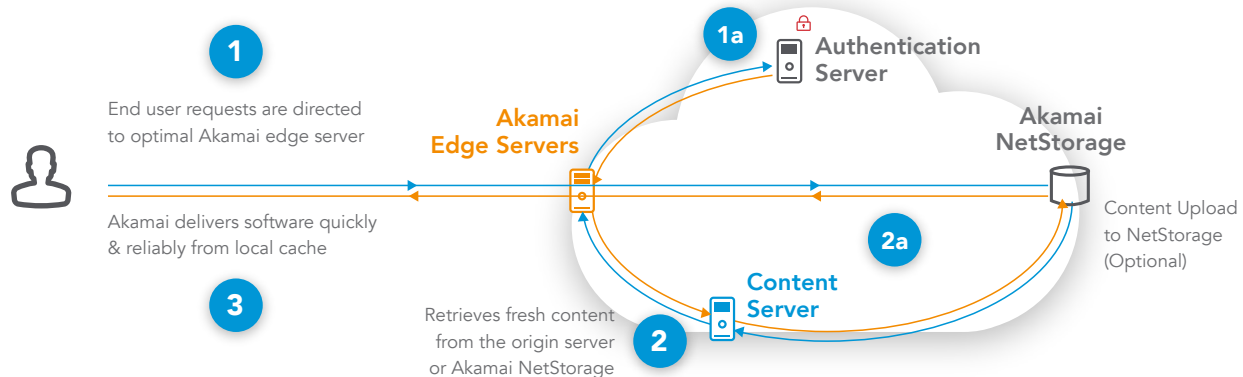
Download Delivery is a reliable, high performance file-based content delivery solution optimized to deliver large (>100MB) file-based content over the Internet. It is built on the globally distributed Akamai Intelligent Platform™ for superior capacity, scalability, availability, and performance. Providing clear, comprehensive metrics and optional tools that can monitor and manage the entire download process across your customer base, Download Delivery offers your players a predictable, high-quality download experience while helping you to confidently address your online distribution goals.

Because of Akamai's global presence and unique download acceleration capabilities, our players can quickly immerse themselves in the game experience.

— Kevin Clark, Director of Online Services, Ubisoft



How Download Delivery Works



Key Product Differentiators

- **Reliability, Capacity and Scale.** Akamai is a trusted partner for publishers and developers delivering the world's largest game launches – global distributions that have established benchmarks for capacity and scale. This capacity and scale is a critical element of an online distribution strategy, because it is impossible to predict when and where your content will go viral. When an online distribution strategy must succeed, the world's most successful brands turn to Akamai Media Delivery Solutions.
 - **Quality through Technology, Innovation, and Experience.** Download Delivery is built on over 15 years of Akamai expertise delivering content globally to offer a smooth, high quality download experience for your customers. Since 1998, Akamai's CDN market success has supported continuous investment in network capacity and software innovations like FastTCP to stay ahead of online audience demand. And because games and players are increasingly connected and "always on", Akamai's mission is to develop the technologies and capacity to meet those demands and expectations.
 - **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 download performance. Akamai's broadly deployed network of edge servers, with 20 to over 100 times more Points of Presence (POPs) than other global CDN providers¹, minimizes the impact of inevitable network congestion, for consistent download experiences. In addition, we have developed partnerships with the world's leading service providers, allowing our edge servers to be located deep within over 1,200 service provider networks – closer to the users, for the lowest latency and highest download speeds. This distributed edge architecture also provides the scalability to meet the largest online demand spikes, and the reliability offered by delivering the content from multiple redundant servers.
- 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 Reporting² of relevant download statistics
 - Rate Limiting to control the maximum download bitrate
 - Jump Point Navigation/Byte Range Requests to support stream-like playback for downloaded content
 - Flexible configuration and management options, via both Akamai's Luna Control Center Web interface and a rich set of Akamai {OPEN} APIs³
 - HTTPS - Shared Cert support

The following features are optionally available:

- Content Targeting to manage content availability by IP address/Geo association
- HTTPS - Custom Cert support
- China CDN for improved performance when delivering content into China
- Download Manager client side desktop software (Windows/OSX) improves software download performance while simplifying the software download workflow and providing detailed analytics reporting
- Client Side Downloads provides client-side download performance improvement using the NetSession Interface SDK
- Identity Services to federate the authentication and authorization process between the user and multiple service and content providers
- NetStorage to provide globally distributed replicated origin that complements Download Delivery's performance, availability, and scalability

Standard and Optional Features:

Download Delivery includes the following standard features

- 100% Availability SLA
- IPv6 support

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.

