



Akamai AdaptiveEdge Streaming for Microsoft Silverlight

As demand for high-quality online video continues to grow, content owners are looking for the most efficient way to bring a superior viewing experience to their end users. Akamai AdaptiveEdge Streaming for Microsoft Silverlight enables the best possible viewing experience by continually, dynamically and seamlessly adapting stream quality based on a user's connection speed and CPU capacity — so consumers with high bandwidth connections and system capacity can experience true HD (720p+) quality streaming while consumers with lower connection speeds and/or CPU capacity can receive the highest-quality video stream possible for their environment.

AdaptiveEdge combines Microsoft's cutting-edge Smooth Streaming technology with Akamai's unmatched network reach and scalability to offer content owner's a seamless, end-to-end solution for the efficient delivery of HD-quality video content. This unique combination of technology and network scale optimizes the video experience for users across the globe.

Delivering HD-quality video to end users globally can present hurdles for content owners — last mile limitations, Internet congestion, and network latency. AdaptiveEdge addresses scalability and performance challenges and delivers a guaranteed optimized viewing experience every time.

Akamai AdaptiveEdge Features and Benefits

The AdaptiveEdge Difference – HTTP-based Streaming

Smooth Streaming delivers video content over HTTP — the standard Web protocol — rather than streaming protocols such as RTSP and MMS. This allows end users to begin video playback immediately, in parallel with the content download, providing a "traditional" streaming experience without requiring special streaming servers. This means it can more easily leverage other available Web infrastructures such as Akamai's EdgePlatform, which has more than 42,000 HTTP edge servers. HTTP-based streaming delivery can offer significant levels of efficiency, scalability and performance.

BENEFITS TO YOUR BUSINESS

*AdaptiveEdge Streaming enables an experience that thrills audiences and drives extended viewing times; as a result, media companies can enjoy **higher advertising revenues and greater brand engagement.***

*By leveraging Akamai's global infrastructure, media companies **reduce both capital and operating expenses.** With AdaptiveEdge, customers substantially eliminate their upfront capital expenditures for hardware, software, and network infrastructure as well as ongoing operational costs like colocation, support, and maintenance — all while taking advantage of Akamai's great economies of scale and network management proficiencies.*

"In response to the ever-growing demand for engaging online content, we've made a strong commitment to delivering the highest quality video streaming experience for our consumers," said Stephan Argent, CTV's Vice-President, Digital Media. "Our use of Akamai AdaptiveEdge Streaming is a reflection of our ongoing efforts to evolve the user experience to a new level."

Akamai AdaptiveEdge Features and Benefits cont.

Scalability and Performance

By delivering content from servers that are close to end users, AdaptiveEdge makes the best use of available network resources by detecting actual conditions in real time and better avoids traditional Internet congestion and latency issues. This means streams enjoy much better throughput and much faster download times, so that end users can enjoy the highest quality streams their last mile connections will allow.

The EdgePlatform routinely delivers a significant portion of all Web traffic worldwide, and has proven time and again its ability to instantaneously absorb even the largest of traffic spikes without degrading performance. No other media delivery platform can offer the same level of scalability and performance — a level that is critical for successful delivery of HD-quality video.

The AdaptiveEdge Experience

With AdaptiveEdge, your end users will have near-instantaneous start-up and seek times while experiencing superior quality video online. With its ability to seamlessly switch between different bitrate levels, immediate playback can begin with a lower bitrate then switch to higher bitrates as conditions allow.

In contrast to other solutions that require closed and proprietary clients, AdaptiveEdge supports an open approach to player development based on the cross-browser, cross platform Silverlight client.

To experience AdaptiveEdge Streaming, please visit: www.smoothhd.com



The Akamai Difference

Akamai® provides market-leading managed services for powering rich media, dynamic transactions, and enterprise applications online. Having pioneered the content delivery market one decade ago, Akamai's services have been adopted by the world's most recognized brands across diverse industries. The alternative to centralized Web infrastructure, Akamai's global network of tens of thousands of distributed servers provides the scale, reliability, insight and performance for businesses to succeed online. Akamai has transformed the Internet into a more viable place to inform, entertain, interact, and collaborate. To experience The Akamai Difference, visit www.akamai.com.

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