

# Limelight DELIVER

Deliver video, music, social media, games, and software—  
at lightning-fast speeds.

Nearly a billion broadband users around the world. File sizes and media libraries that are expanding exponentially. Media-viewing habits that change overnight, combined with expectations of anytime-anywhere access at lightning speeds. Limelight Networks® has built a content delivery platform designed to satisfy these escalating demands and meet your rapidly evolving business models. Whether your end users are renting videos, downloading music, or upgrading to the latest software, our Limelight DELIVER™ service provides unmatched performance and scalability for HTTP distribution of large objects—even HD video—to global audiences of any size.

Both scalable and flexible, Limelight DELIVER can handle all of your object deliveries—including video, music, images, games, and software—enabling everything from streamlined software downloads to revolutionary online media products and services. Because Limelight DELIVER is designed to accelerate rich media delivery to huge audiences, you can reduce the load on your own infrastructure, relying instead on our thousands of Delivery Center servers to shoot your content directly to users all around the globe.

## Intelligent XD Platform

### LimelightDELIVER benefits

- High performance for instant user access to your content
- Global availability over a dedicated private network
- Massive scalability to handle peak loads and flash crowds
- Consistent delivery performance, regardless of device, geography, or network conditions
- Insight into traffic, audience, and performance
- Lower cost of delivery—minimizing capital investment and staffing
- Access to specialized expertise, the result of ten years of content delivery experience
- Fast deployment
- 24/7 support

Limelight DELIVER exploits the intelligence built into the Limelight Networks XD Platform to provide faster, more consistent performance to more devices and in more geographies—even in congested networks. It starts with our global network architecture. Massively provisioned Delivery Centers interconnect via a private fiber-optic network and communicate directly with more than 900 user access networks around the world. The XD Platform adds core technologies and an advanced software layer to this time-tested infrastructure—accelerating the entire delivery path, from origin to the edge, all the way to the end user. In fact, XD is capable of surveying conditions on a request-by-request basis and making on-the-spot delivery decisions to achieve the best possible user experience under any circumstance.



With Limelight DELIVER running on the XD Platform, your customers will enjoy 100 percent availability and superfast delivery of every object, every time.

## Enhancing the User Experience

With Limelight DELIVER, you'll have access to a collection of integrated tools and services that enhance your media and help you deliver the best possible experience to your users.

### Progressive download for instant play

Using progressive download in Limelight DELIVER, you can allow users to view media or other objects right away—as with streaming delivery. Unlike streaming, however, the file eventually downloads to the user's computer, set-top box, game console, or mobile device. Progressive download may be the best choice in scenarios where you want you to permit multiple views and opens, but your users don't want to wait to start viewing or using the file—for example, video rentals, PDF downloads, or software demos.

### Range requests for stop-and-resume downloads

Limelight DELIVER fully recognizes any range requests that you've specified in your video player or download manager. By allowing requests of one or more sub-ranges in a file, range requests can help in the event of interrupted downloads or for delivering small portions of extremely large files for stop-and-resume functionality. This also means your users can pick up a video after closing the player and start watching where they left off—no need to download again.

#### Limelight STREAM

Also available is Limelight STREAM™ for the simultaneous delivery and consumption of rich media. Perfect for broadcasting live events, Limelight STREAM enables audiences to watch or listen in real time.

It's also great for on-demand media delivery, especially long-form content, because it starts playing within seconds and allows users to jump to any future point in the video or audio.

Limelight STREAM supports live and on-demand delivery of the most popular streaming formats, including the latest HTTP streaming formats.

For more information, visit [www.llnw.com/STREAM](http://www.llnw.com/STREAM).

#### Website acceleration

With Limelight SITE™, our whole site delivery solution, you can count on faster and more reliable website performance—no worries about abandoned transactions, lost sales, or frustrated users—even during extreme traffic spikes.

For more information, visit [www.llnw.com/SITE](http://www.llnw.com/SITE).

### Download Manager for game and software downloads

The Limelight DELIVER cross-platform Download Manager takes good care of your gamers and software users, while keeping your delivery costs in check. When a download starts, there's no need to worry if the computer goes to sleep or the Internet connection drops. The download resumes immediately, right where it left off, without requiring the CDN to resend the entire package. Users can download multiple applications at a time from most any browser on a Mac or PC.

### Viewing flexibility with Seek

The Seek feature allows your users more flexibility in how they play media files. For example, if they want to skip the first half of a video and start at the halfway point, only the second half of the file will be downloaded—providing faster access to desired content and reducing the size of the download. All you need to do is update the metadata to include keyframe and offset locations. This information enables the media player to recall a related seek position—determining the closest keyframe—and begin playing from there.

### Transcoding at the edge

Make virtually any video or audio source file available to consumers everywhere. Whether you're distributing user-generated social media, broadcasting news and entertainment, engaging customers with webinars, or monetizing on-demand video, Media Transcode converts your content into file formats both old and new—so your media will play on computers, set-top boxes, mobile phones, and everything in between.

## Complementary Services

### Content security using URL authentication

Limelight DELIVER offers a highly scalable URL authentication option that protects your content from unauthorized access. With Media Vault, your website generates a unique time-based URL to your content each time it's requested by your visitors. Because the URL expires within minutes, your content and your bandwidth are protected from abuse by spiders, bots, and deep linking. Even if another site were to embed the link, it would no longer be functional—preventing others from publishing your content without your permission.

Media Vault allows you to set start and stop dates/times, perfect for time-sensitive content. And since each URL is unique to each user request, it can't be copied and emailed to unauthorized individuals. You can also limit access to a block of IP addresses. Best of all, Media Vault controls don't result in server latency, thanks to a token-based system that avoids unwanted three-way handshakes, common to other methods of authentication.

### SSL transaction security

Want to make sure the information between your website and your user's browser stays private? Using secure sockets layer (SSL) certificates branded by VeriSign, now part of Symantec, Limelight DELIVER fully supports secure delivery of content stored on the Limelight Networks platform. Our SSL service makes it easy to secure content and multiple sub-domains. And by offering separate reports for HTTP and HTTPS traffic, it's also easy to track and analyze your SSL traffic. Want easy SSL setup? Let us buy and install the certificate for you.

### Bandwidth control

For content with high abandon rates, such as video and social media, you can choose the rate limiting option in Limelight DELIVER. Rate limiting can help you save costs by capping the data transfer rate allocated to each delivery. If the user stops watching during delivery, you only pay to deliver the portion actually viewed.

### Complying with geographic restrictions

The Geo Compliance option in Limelight DELIVER uses a geo-IP database to match a requestor's IP address with a predefined rule set. This allows you to restrict access to your content to a defined geographic area—ideal for managing media licenses with geographic restrictions. For sites where advertising is a primary driver, Geo Compliance can help you constrain your audience to the target geography of your site's advertisers.

### Managing content freshness

In customer-origin configurations, the Headers feature enables you to set business rules for how long your files remain in cache on the network. This is especially useful for highly volatile content or for content that you want to change more frequently than the rest of your site. Since the Header settings are on your server, you're always in control.

### Digital watermarking

Make every delivery as individual as your business requires. With Limelight Media Tag, you can dynamically insert user-specific metadata into media files immediately before they're delivered—enabling you to personalize content, verify transactions, and deter the unauthorized sharing of your media assets. Best of all, Media Tag operates at the edge of our global content delivery platform, so it's fast and seamless to your customers.

### Content Storage

With Limelight DELIVER, you can choose to store your content on your own origin servers or on the Limelight Networks storage infrastructure. When you choose Limelight Content Storage as the origin, you'll take full advantage of our global high-speed platform to ensure that your customers enjoy fast and reliable access every time. Files are served across our proprietary optical network, so peak loads and traffic spikes are never a problem. And while you're leveraging the full power of the Limelight platform, you're also avoiding the costs of purchasing, managing, and supporting your own high-performance, high-availability origin infrastructure.

#### Expert professional services

Contact us to tailor a Limelight DELIVER solution to your needs, or choose one of our core professional services packages.

For more information, visit [www.llnw.com/ps](http://www.llnw.com/ps)

## Command and Control

A flexible customer portal called Limelight CONTROL™ gives you access to every aspect of your Limelight DELIVER operations. You'll also find detailed information in a robust set of reports, including object-level details, bandwidth and storage utilization, and most requested content. You can also request raw logs every 24 hours or live logs every 15 minutes—both delivered in industry-standard format.

Need even more power and more information? Choose from a selection of advanced management applications that help you increase efficiency, reduce expenses, improve the user experience, and provide deep insight into content performance. Limelight CONTROL Premium features include:

- Internet Health Monitor allows you to view Internet performance data—by region or network—in a convenient map view.
- Geo Reporting allows you to assess traffic at the global or continent level—and drill down instantly for city-by-city details.
- Hourly end-point performance measurements, delivered through a partnership with Gomez, give you insight into the actual experience of your end users.
- Self Provisioning frees you to launch select services and account attributes directly through the CONTROL interface.

For more information about Limelight CONTROL, visit [www.llnw.com/CONTROL](http://www.llnw.com/CONTROL).

### Get started today

Contact Limelight Networks to discuss your content delivery needs.

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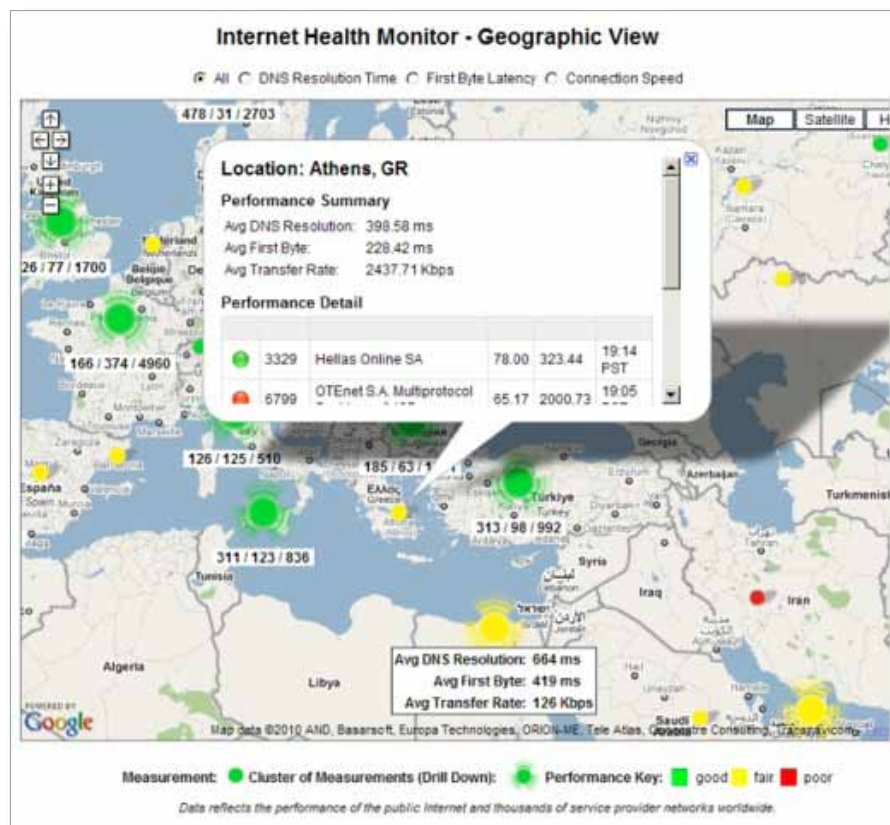
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Internet Health Monitor displays Internet congestion data by access network and geographic region.