

# LimelightREACH

## Extend the reach of your video content to the growing universe of mobile devices.

Publish once. Distribute everywhere. With LimelightREACH™, you can grow the audience for your media content—reaching consumers wherever they happen to be, on whatever device they're using, and in the right format for the device.

Video consumption on a mobile phone has increased from 8.8M viewers in Q1 of 2008 to 13.4M viewers in Q1 of 2009—a 52.2% increase in just one year.  
Source: The Nielsen Company

### All devices are not created equal

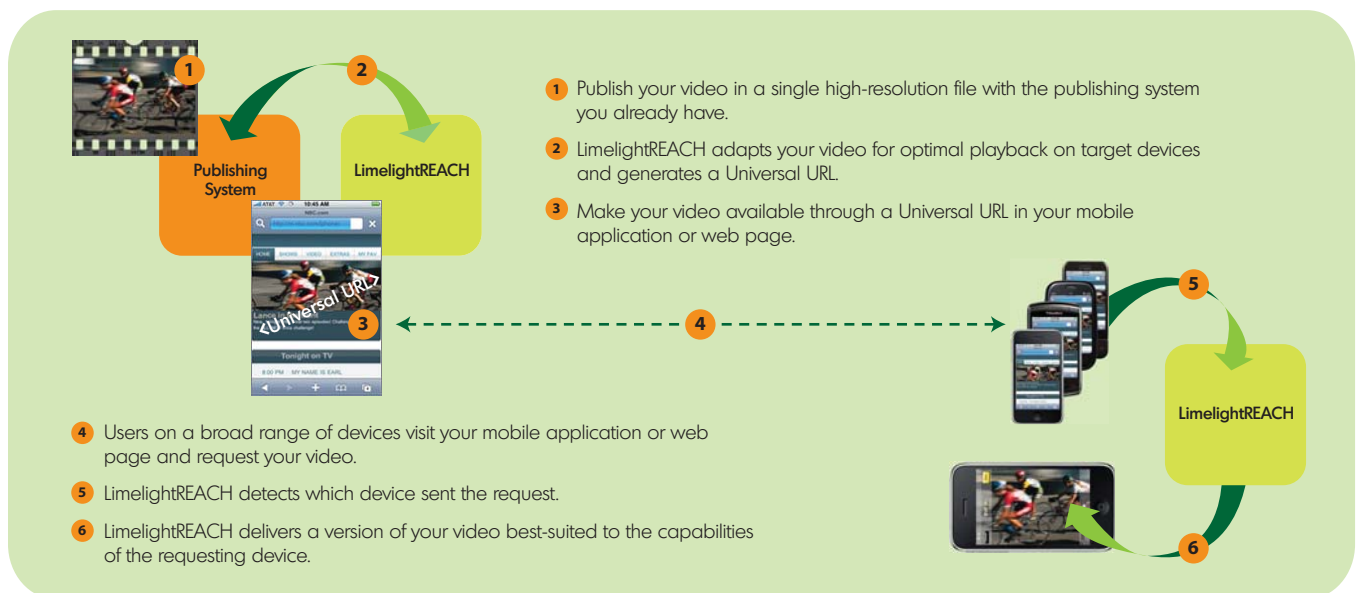
As mobile video consumption surges, it's no simple proposition to deliver content that works across an ever-expanding array of handsets and IP-capable gadgets. Now you can rise to the challenge—with LimelightREACH, an intelligence layer that optimizes media delivery for today's mobile devices. This innovative solution combines video adaptation, device detection, and optimized delivery—so you don't need worry about the technical details of reaching a mobile audience. A single Universal URL streamlines publishing for instant user access from any browser, any application.

#### Benefits

- Reach the most popular mobile devices with your video content
- Publish to a single Universal URL, regardless of video format
- Accommodate thousands of files and scale to meet global traffic demands
- Leverage your existing workflow investment
- Integrate seamlessly with LimelightADS for dynamic video and audio ad insertion

### You stay in control

LimelightREACH integrates mobile delivery intelligence with your existing workflow, so there's no need to change the way you run your operation. You define how your content will be presented to consumers—and you can use the same hosting, publishing, and reporting infrastructure you already have in place. Thanks to an open architecture, LimelightREACH works with the leading CDNs used by media companies and integrates with popular advertising platforms, including LimelightADS™, the new ad insertion service from Limelight Networks®.



## LimelightREACH key features

**Device targeting.** Limelight Networks maintains profile information for all the major smartphones, as well as the standard mass-market cell phones in use today. That means we're on top of details like screen size, codecs, and encoding parameters—so you don't need worry about the specific capabilities of every new device on the market.

**One source file.** Publish your high-resolution source file and leave the rest to us. LimelightREACH supports on-demand video in a variety of container formats (MPEG2, MPEG4, MOV), video codecs (H.264, MPEG4 AVC, QuickTime), and audio codecs (AMR, AAC)—then adapts your media based on the profile settings for targeted devices.

**Universal URL.** Your job is to present your content to mobile consumers and innovate on your mobile application or site. LimelightREACH makes that easy by giving you a single URL that works for any device. When a user requests your content, LimelightREACH detects the device and pulls the right version of your media, delivering it using the appropriate scheme (HTTP or RSTP).

### Universal URL

With LimelightREACH, the business of publishing video to mobile audiences is easier than you think. The presentation of your content—whether on your mobile site or mobile application—remains under your control using one convenient URL for any piece of content.

### Call us today

Contact Limelight Networks to discuss your requirements for mobile delivery solutions.

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**Media-grade CDN.** For scalable delivery, LimelightREACH leverages LimelightDELIVER,<sup>™</sup> LimelightSTREAM,<sup>™</sup> and other leading CDN platforms—giving you the confidence that any amount of content can be delivered reliably anywhere in the world.

**Reporting and analytics.** Detailed reports on historical data, most requested programs, user behavior and consumption metrics, and geographic traffic give you valuable information about your mobile audience and your business. LimelightREACH also supports popular external measurement systems, such as Omniture.

## Additional infrastructure services

Limelight Networks offers a wide range of CDN and other infrastructure services that enhance your mobile delivery solution.

**CDN services.** The Limelight Networks CDN was purpose-built for fast, reliable, and scalable content delivery—ensuring a superior experience to every user, every time. Choose LimelightDELIVER for object (HTTP) delivery or LimelightSTREAM for streaming (RSTP) delivery. Also available is LimelightSITE,<sup>™</sup> a complete solution for whole site delivery.

**Integration services.** Let experts from Limelight Professional Services help you integrate LimelightREACH and other CDN services into your publishing workflow and reporting system. We can even work with you to build a mobile site or application and set it up for delivery through our CDN.

**Dynamic advertising.** Add the power of targeted dynamic advertising to your video and audio. LimelightADS makes it easy to monetize your content by integrating with the ad systems you already have in place, including support for DoubleClick DART and Microsoft Atlas.

**Multiple support options.** Choose from three tiers of Limelight Support Services to fit the requirements of your business.