



CASE STUDY  
**WORKCAST**

## WORKCAST USES LIMELIGHT TO DELIVER CONTENT-RICH, LIVE EVENTS WORLDWIDE

Serving more than 250 global organizations including Sony, RELX, SurveyMonkey, Diageo and Barclays, the WorkCast webinar and webcasting platform is one of the most dynamic cloud-based event services available. WorkCast webinars, webcasts, virtual events and on-demand webinar channels can be viewed on any device without platform plugins -- just like video.



**INDUSTRY**  
Technology

**WEBSITE**  
<http://www.workcast.com>

**USE CASE**  
Live Video, Webinars,  
Webcasts, Virtual Events,  
Video on Demand

### WORKCAST CHALLENGE:

To maximize audiences, webinar attendees should be able to join and view from any device on any connection in any location without plugins. WorkCast needed to switch to a fast, available and scalable Content Delivery Network (CDN) to keep up with its growth and deliver events worldwide, which often have tens of thousands of viewers simultaneously. In addition, an industry shift in live event technologies toward more high-quality streaming methods required a more modern, flexible solution to suit current viewing behavior.



*“It’s not uncommon for us to have 15,000 viewers worldwide on a single event, potentially with several other virtual events going on at the same time.”*

*BARNEY BROWN, EVP, WorkCast*

## WORKCAST SOLUTION:

WorkCast picked Limelight's CDN and MMD Live service to support its video on-demand and live streaming needs because of:

### GLOBAL REACH AND SCALABILITY

Limelight Networks owns and operates one of the world's largest private CDNs, enabling WorkCast to bypass the congested public internet to ensure great digital experiences to its audiences anywhere in the world.

### FAST AND AVAILABLE

Limelight's purpose-built software and services deliver breakthrough performance for WorkCast, even over congested or changing network conditions, and speed up the delivery of dynamic content on a global scale.

### LOW LATENCY LIVE STREAMING

Limelight's HLS and MPEG-Dash streaming capabilities reduce the latency of live events streamed with Limelight MMD Live. As a result, WorkCast's largest live and on-demand video events can be delivered at broadcast quality.

### MULTI-DEVICE DELIVERY

Limelight's CDN makes it easy to deliver events in multiple formats including SmoothStreaming, HLS, HDS, MPEG-dash, and Flash on any internet connected devices.

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*"Limelight is a trusted brand and has the best CDN for handling video in its true sense with a range of transcoding and CDN capabilities to meet our complex needs."*

*STEWART KIBBY, Co-Founder and CEO, WorkCast*

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