TRANSITIONING FROM FLASH IN THE LIMELIGHT VIDEO PLATFORM

WHY YOU NEED TO MOVE AWAY FROM FLASH
With Adobe ending support for Flash in 2020 and most browsers disabling Flash by default, Limelight Video Platform (LVP) customers need a path to convert from using the Flash player to the Limelight HTML Player. If you have media content hosted in LVP and encoded for Flash playback, we highly recommend you begin your migration planning away from the Flash player. Limelight has all the encoding tools you need and a brand new video player designed specifically to work using the modern HTML5 media playback standards.

CHALLENGES TRANSITIONING FROM THE FLASH PLAYER TO THE HTML PLAYER
Your current media encodings may not be ready. The primary concern in switching to the HTML player is in the existing encodings of the media. The current “Universal Encoding Profile,” which is used by most LVP customers, is heavily weighted toward Flash encodings. While this encoding profile includes some HLS encodings, they are not comprehensive enough for today’s devices. In addition, this profile has no DASH encodings, which are needed to provide coverage for all modern browsers and devices. Customers using this very old profile need to take action now so they are prepared to switch to the HTML player.

Why not just swap the new HTML Player for the old Flash Player? The new HTML Player has no Flash player plugin and cannot play the Flash encodings. If you swap in the HTML Player embed without changing your media encodings, end users on browsers and devices that do not support HLS playback will fall back to the MobileH264 progressive download. MobileH264 is meant only as a last-effort encoding and provides just a minimal quality end-user experience with low video resolution. To successfully make the switch to the HTML Player, you need to have high quality HLS and DASH encodings created for your media.

Your websites need to be tested with the new HTML Player embed code. Limelight still supports the use of the Flash player for the time being, although that support will cease by the end of 2018. Your websites and content-management systems need to be reviewed prior to switching from the Flash embed to the HTML embed. The embed codes are very similar and will not require much change, but there are differences in features and functions that may require modification of your website code. Fortunately, Limelight provides a wide array of flexible options with the HTML embed code, from embed code parameters to the Player API to allowing you to build custom plugins to work with the player.

RECOMMENDED ACTIONS TO ADDRESS CHALLENGES
There may be challenges transitioning from Flash, but Limelight has the tools you need to manage your transition plan. Here are steps you can take to ensure a smooth transition to a post-Flash world:

1. Let Limelight help you with your LVP Professional Bundle. If you have a Professional Bundle in LVP, you may not be able to change your encoding profile yourself. Contact your Account Team to help you update your media encodings.

2. Change your encoding profile for new content. Set your encoding profile to include HLS and DASH in addition to Flash for your new content. Adding a combination of HLS and DASH encodings at different bitrates will give you the broadest coverage of browsers and devices when using the HTML player. During the transition period, keep your Flash encodings so you can continue with your current use of the Flash Player while you develop and test the new HTML Player. (Note: If you need help updating your encoding profile, contact your Account Team for assistance.)

3. Plan the conversion of your existing content to be HTML Player ready. If you have a library of existing content that is encoded for primarily Flash playback, you need to convert it to HLS and DASH for the post-Flash, HTML Player future. Large libraries take time to convert, so plan and start early. Work with your Account Team to determine the best method to convert your content.
4. **Begin the conversion of your website to use an HTML5-compatible player.** There are several popular players on the market to choose from. Some are free-to-use, open-source players and others are available with enhanced features and support from commercial companies. Moreover, of course, you can use Limelight’s HTML Player Embed code along with the many options and customizations we offer (see below). You want to be sure that your content is ready before rolling out your website using an HTML player to your end users (see steps 1 and 2).

5. **Add “orgid” to your Limelight HTML5 Player embed code.** If you choose to use the Limelight HTML5 Player, adding your unique OrgID to the embed enables Limelight to provide you better support in your transition. It is easy - just go to “Settings” inside the Limelight Video Platform and click on the “Developer Tools” tab to retrieve your Organization ID. Then add the OrgID to your embed as a query parameter as follows:

   ```html
   <div id="limelight_player_133762"></div>
   <script src="//video.limelight.com/player/limelightjs-player.js?orgid=9ea91ff50a6a485685bce1f4d04625c3"></script>
   <script>LimelightPlayerUtil.embed({"mediaId":"b476c8d33ce64c9d9d3dccc33ceeb7f72","height":576,"playerId":"limelight_player_133762","width":1024,"playerForm":"Player"});</script>
   ```

   Or

   ```html
   http://link.videoplatform.limelight.com/media-dev/?mediaid=d1aed8341c9e4bfbb2f13b06d0d9795&width=1024&height=576&playerForm=Player&stage=dev&embedMode=html&htmlPlayerFilename=limelightjs-player.js&orgId=b8bf1640179c4f4ea2f4ea8981d7699
   ```

6. **Clean up the Flash encodings.** After you have successfully completed your transition to the HTML player, there may not be a reason to keep your old Flash encodings around. If you want to remove them, work with your Account Team to determine the best approach for your needs.

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**PLAYER EXPERIENCE CUSTOMIZATION TOOLS**

**ENCODING AND DELIVERY GUIDE**


The Limelight Video Platform offers a massively scalable end-to-end encoding and delivery solution to provide exceptional video quality, performance, and accessibility across all devices. The complex ecosystem of video standards and devices calls for a powerful solution to prepare assets and dynamically deliver on a global scale. LVP provides the formats, delivery methods, and scale needed to accomplish your video ambitions. In this guide, we present the Limelight-supported options and walk you through the technical details of encoding and delivery.

**PLAYER EMBEDDING GUIDE**


An automated playback experience is facilitated by placing the Limelight Player embed code on a website. The embed code is dynamically generated code that materializes a player when the page is loaded. The embed code contains all the necessary logic to communicate with your account and deliver the right video, format, and settings to the page. Retrieving an embed code for a single media or channel is simple: Log into LVP, select the media or channel, and choose one of the embed code options from the dropdown menu. Be sure to only use the HTML embed code, as the Flash embed codes are being deprecated.

**PLAYER BUILDER GUIDE**


The Limelight Video Platform provides a suite of APIs and tools that allows you to control and customize the player to create your own unique viewing experiences. Player customization is designed for users of varying technical abilities. The player builder inside the LVP interface allows non-technical users to easily customize the player. A new player builder is being created for the new LVP HTML-only interface to better control the HTML player experience. Access to player CSS, XML, and APIs gives web professionals an extensive ability to programmatically customize. The full extent of player customization can be quite technical, an important consideration when selecting your customization tools.

**VIDEO.JS PLUGIN INTEGRATION GUIDE**


The Limelight HTML Player is based on an open-source player technology called “video.js”. The open-source community supporting video.js provides ongoing improvements and customizations beyond what Limelight provides. You can tap into the power of video.js by using plugins and by accessing video.js methods directly through the doGetVjs() and doGetVisPlayer() methods. You can also use third-party plugins to enhance the Limelight HTML Player user experience. To integrate plugins, register them with the Video.js player.
PLAYER API OVERVIEW
The Limelight Player API provides a suite of player functions, configuration options, and events. This gives developers countless options to control player behavior directly from code on the website, while allowing for the creation of unique, fully integrated viewing experiences. Once an embedded player has been added to a page, it can be easily controlled using JavaScript. For example, you can pause the video, seek ahead, load a particular video or channel, etc. You can also monitor the status of the player and react to events such as playhead updates, state changes, quality changes, and playback completes.

ABOUT THE ORCHESTRATE PLATFORM
The Limelight Orchestrate Platform is built upon a global, private backbone network with the speed, capacity, and availability to deliver the experiences today’s audiences demand. This industry-leading Platform includes integrated content delivery, web acceleration, origin storage, video management, cloud security, and support services. The unique combination of global private infrastructure, advanced software, and expert services surpasses other CDNs, to enable today’s and tomorrow’s workflows and put audience experience first.

ABOUT LIMELIGHT NETWORKS
Limelight Networks (NASDAQ: LLNW), a global leader in digital content delivery, empowers customers to better engage online audiences by enabling them to securely manage and globally deliver digital content, on virtually any device. For more information visit our website at https://www.limelight.com.