The Limelight Solution for Media and Broadcasters

Instantaneously delivering high quality video worldwide to every screen leads to complex publishing workflows. Too often, multiple third-party tools are required to encode, publish, and deliver high-performing content, as well as integrate ads, gather analytics, and ensure content security—all of which can impact how quickly you can get high-quality content to your viewers, who expect a seamless experience on every screen.

The Limelight solution for Media and Broadcasters uses a powerful, integrated cloud-based workflow, enabling you to get your content to online audiences faster and easier at broadcast-quality.

**Ingest**

Local ingest points in every region make it easy to upload live and video-on-demand (VOD) content wherever you are. With integrated Cloud Storage Services and the world’s largest private Content Delivery Network (CDN), your content is available as soon as you need it to be. We provide flexible ingest options including satellite downlinks, and file formats HTTP, HTTPS, and MP4. Automated replication to cloud-based storage in multiple locations ensures content is backed up and positioned near users.

**Convert**

Turn content into the format that’s needed on the fly. Automatic transcoding or transmuxing to the correct user device format for HLS, HDS (Adobe), MSS (Microsoft), and MPEG-Dash is provided for video on demand and Live video streaming. No more need to pre-transcode for multiple devices. Even publish VOD before it’s done transcoding! Need subscription or rental models? We can support that too. MPEG-2, MPEG-4, and H.264 codecs? No problem.
The Limelight Solution for Media and Broadcasters

Deliver
Direct integration with the Limelight network, the world’s largest private CDN, gives you access to a powerful, globally distributed network of thousands of servers interconnected with most of the world’s leading ISPs. Intelligent software at the edge determines the requesting device so we can deliver video content in the right format. Protect your content with a variety of Cloud Security Services available at global scale, including SSL, URL tokenization, and geo-fencing.

Playback and Analytics
Through our highly scalable infrastructure, your viewers enjoy the highest-quality content that their devices and bandwidth can support. Off-the-shelf third-party players supporting RTMP and HTTP playback enable quick time-to-market for your content. Integrated analytics (both at the edge and within the player) offer powerful insight into their behavior—what they are watching, when, where, and on what device.

API Integration
The Limelight solution for Media and Broadcasters connects your existing workflow components to the functionality that you need with powerful APIs. You can keep existing processes while leveraging the power, scale, and capacity of our cloud-based services (like transcoding and delivery). We have the integration ability, documentation, and sample code to get you up and running as quickly as possible.

What are the benefits of a single, unified solution?
Reduce Your Internal Workload—Cloud-based transcoding and transmuxing offloads complex tasks and ensures delivery of the correct format to every device.
Simplify Video Publishing—Reduce storage requirements by converting files at time of request and delivering directly to the user.
Reduce your CapEx Investment—Leverage our cloud resources for content storage and CDN delivery to reduce your infrastructure investment.
Secure Content—Protect your media assets with a variety of security services available at global scale including SSL, access authorization, and attack defenses.

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 on the Limelight solution for Media and Broadcasters, visit our website at https://www.limelight.com.