

Akamai HD Network

Akamai HD for the Adobe Flash Platform: Deliver an Interactive HD Experience Online that Complements TV

The Web offers tremendous potential for engaging audiences with a video experience like no other: full screen, beautiful, brilliant picture quality along with rich, high-fidelity audio. As broadband penetration rates soar and connectivity becomes even faster and cheaper, HD video will drive the next wave of viewer demand. Akamai's global network data reveals that nearly one-fifth of global end users served by the Akamai network have broadband connections faster than 5 Mbps. And in less than five years, more than 25 percent of consumer broadband connections in North America are expected to support download speeds over 25 Mbps.

Unfortunately, this massive opportunity comes with its share of challenges, many stemming from the unpredictable and unreliable nature of the Web's core infrastructure.

Delivering a high-quality video experience, especially in HD, to the consumer is challenging. As videos stream over the Internet from server to end user, bottlenecks such as origin server scalability, Internet congestion, network latency, packet loss, and throughput limitations can wreak havoc.

The result? A poor experience for the end user characterized by slow video start-up times, stuttering video, out-of-sync audio, and interrupted playback.

Akamai HD for the Adobe Flash Platform

A component of the Akamai HD Network solution, Akamai HD for Flash is an intelligent, high capacity HTTP media delivery solution for Flash that combines Akamai's patented EdgePlatform with adaptive bitrate switching technology and audience analytics to offer unmatched scale, quality and a highly interactive viewer experience to complement the TV experience.

The Akamai HD for Flash Difference

Broadcast Scale Audience: Akamai operates the largest and most reliable media delivery network in the world. With more capacity and server locations closer to the consumer, no other media delivery platform can offer the same level of scalability and performance that is critical for the successful delivery of HD quality Flash video. Akamai HD for Flash is the only solution available today with support for primetime scale audiences at HD bitrates for Flash video content.

BENEFITS TO YOUR BUSINESS

Longer Engagement Times

Enables a high quality experience that increases engagement times. Delivers on consumers top three requirements of smooth playback, high resolution, and full screen.

Lower Abandonment

Less buffering means consumers are less likely to abandon your video. Re-buffering is one of the top three reasons consumers abandon video.

Solves the Live Event Challenge

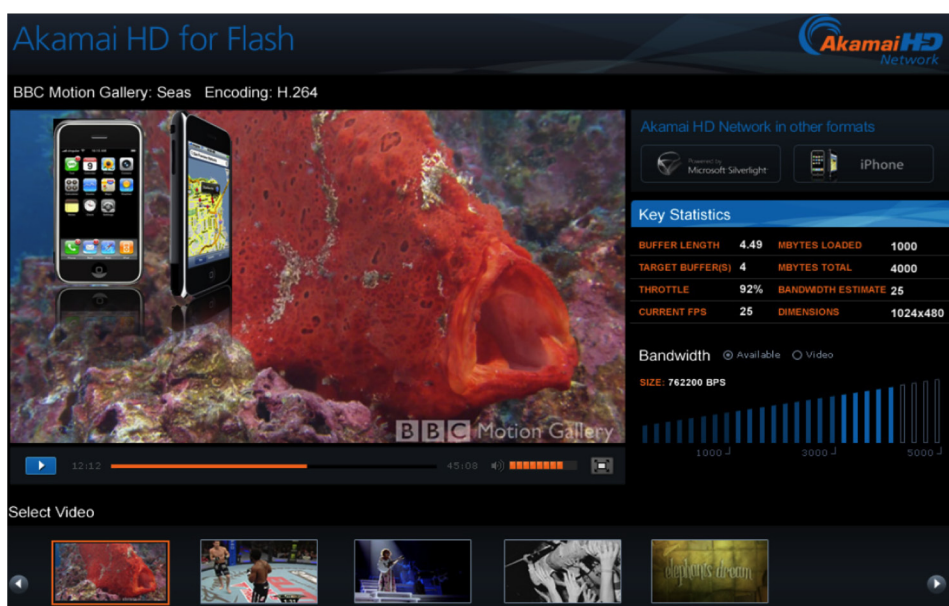
Supports massive broadcast size audiences for live events without compromising the consumer experience.

Make Better Programming Decisions

better analytics to understand audience habits results in better programming decisions that impact consumers.

Experience That Complements TV: Akamai HD for Flash is the fastest and most consistent adaptive bitrate switching solution available, delivering instant and uninterrupted viewing experience, in addition to offering true DVR capabilities to enable a personalized and interactive experience for the consumer that complements TV.

Media Analytics: Understanding content usage and audience engagement enables you to better plan for future online media initiatives. Akamai HD for Flash includes both server and client side analytics features to enable you to accurately capture the most critical metrics on audience engagement and video consumption – such as completion statistics, geographical statistics, viewer statistics, average play duration, and usage trends, player-side quality of experience, and have them presented to you in the context of your business. Leveraging such actionable data allows you to prioritize your online media efforts to better engage end-users, and optimize the online experience while furthering businesses goals.



REQUIREMENTS AND RECOMMENDATIONS

Server

Provided by the Akamai HD Network, a customer origin data center is not required.

Content

Encoded into several bitrates, Adaptive Streaming works with both .FLV and .MP4/H.264 files (supporting On2 VP6 and MPEG4/H.264/AVC codecs).

Client

Flash Player 10 (or AIR 1.5) and ActionScript code provide customized switching heuristics.

Encoding

Encoding requirements are the same as for adaptive bitrate streaming. Please refer to our encoding best practices guide, available for download from www.akamai.com.

Features:

- Multi Layered Security
- Live streaming with DVR functionality
- Multi Camera Angle Switching for Live events
- Adaptive Streaming
- Compatibility with existing FMS-based live encoder sources
- Codecs: supports all supported Adobe Flash codecs
- Easy development workflow with support for Open Video Player for Flash and Open Source Media Framework classes

The Akamai Difference

Akamai® provides market-leading managed services for powering rich media, dynamic transactions, and enterprise applications online. Having pioneered the content delivery market one decade ago, Akamai's services have been adopted by the world's most recognized brands across diverse industries. The alternative to centralized Web infrastructure, Akamai's global network of tens of thousands of distributed servers provides the scale, reliability, insight and performance for businesses to succeed online. Akamai has transformed the Internet into a more viable place to inform, entertain, advertise, interact, and collaborate. To experience The Akamai Difference, visit www.akamai.com.

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