Silverlight is Microsofts platform for building rich interactive applications (RIAs) web application. Silverlight is a cross-browser, cross-platform implementation of the .NET Framework for building and delivering the next generation of media experiences and RIAs for the Web. Silverlight is subset of WPF. Silverlight is multimedia that use images, animation, sound and video. It is supported by a small download that installs in seconds.

Support of .NET framework - if you are already .NET developer it is easy to start programming on Silverlight. Also support of Managed code - you can write programming in your favorite language which .NET CLR supports like C#,VB.NET, Dynamic languages(IronPython, IronRuby). Better development tools -Visual Studio 2010, Expression Blend. Large community- available lot of learning resource as compare to Flash technology. Integration with Enterprise based technologies like WPF, LINQ .

When you create a Silverlight-based application using the managed API, the build process generates an application package. An application package is a zip file that has a .xap file extension. This file typically contains your primary application assemblies and resources. It also contains a build-generated manifest that describes the application and specifies all the assemblies that it required at startup. These assemblies can be internal or external to the application package. Silverlight application must be host in a web page. Also web application project is used to test the Silverlight application in web browser.