

# LIMELIGHT CONTENT DELIVERY SERVICES

Limelight Content Delivery Services ensure higher performing, cost-effective content delivery of any kind of digital content—video, images, files, music, games, websites—to virtually any device, anywhere in the world. These services leverage the power of the Limelight Orchestrate Platform to ensure your content is optimally delivered with the lowest latency, best reliability, and highest origin offload.

## CHALLENGES DELIVERING DIGITAL CONTENT

Consumers are continually looking for the next great digital experience. However, delivering today’s wide range of digital content to global audiences creates multiple challenges. Expectations for a fast experience continue to grow. Web pages must load quickly, videos must start immediately and play without interruption or rebuffering, and files must download fast. Delivering with speed is complicated by the growing diversity of devices and formats that need to be supported and the networks they are connected to. Providing a great digital experience to a globally dispersed audience while managing unpredictable traffic spikes creates workflow challenges that are becoming increasingly difficult to solve.

## CONTENT DELIVERY SERVICES HELP YOU SOLVE THESE CHALLENGES

Content Delivery Services ensure your content is optimally delivered with the lowest latency, best reliability, and highest origin offload. These services are part of the Limelight Orchestrate Platform, which integrates a massive global private infrastructure, advanced content delivery capabilities, and support services. By positioning website content in edge caches, leveraging last mile acceleration, customizing requests and responses, and ensuring appropriate access, Content Delivery Services ensure content can be quickly delivered to users. Connected device detection makes it easy to deliver content in the correct format to all users. By continually monitoring a user’s connection and optimizing how content is delivered based upon realtime analysis, Content Delivery Services provide a superior Quality of Experience, even over mobile networks or other changing network conditions. Your users experience fast load times, speedy downloads, and video streaming without rebuffering, so you can deliver the next great digital experience.

## FEATURES

- **Website Caching**—Caching all website content, including small and large objects to reduce cost and improve delivery performance.
- **ARC Light Computed Edge Policies**—ARC Light enables Content Delivery Services to bring compute to the edge. User request and origin responses are modified in realtime to increase speed to content and offload complex business logic from your application infrastructure. Gain instant scale for common application functions, close to your users.
- **SmartPurge**—Realtime purge with instant global content invalidation, deletion and purge verification, including purging by content tag and dry run capabilities.
- **IP Protocols**—IPv4 and IPv6 Internet protocols supported.
- **Managed DNS Services**—Granular control over the traffic shape, failover origins, and multi-CDN routing workflows.
- **HTTP Protocol Support**—HTTP 1.1 and HTTP/2 supported.
- **Last Mile Acceleration**—Accelerating content delivery between the client and the CDN edge through a variety of techniques including TCP optimizations, compression, and persistent connections.
- **Backup Origin Support**—Content Delivery Services provide an advanced set of features to manage origin selection, connectivity and failover during content delivery.
- **HTTP Streaming**—Share VOD and live video content over HTTP with advanced caching and delivery options that provide a high QoE while reducing load on origin servers.
- **Dedicated VIPs**—A set of dedicated IP addresses for delivery of “zero-rated” traffic into carriers.
- **Rate Limiting**—Content with high abandon rates, such as video and social media, can be rate limited, capping the data transfer rate allocated to each delivery.
- **HTTP Header Manipulation**—Customizing HTTP Request and Response headers to control content caching and improve analytics.

## BUSINESS BENEFITS

**Increase Audience Engagement**—With industry-leading cache efficiency, storage integrated with the global infrastructure, and PoPs located throughout the world, the Limelight Orchestrate Platform consistently delivers the best overall performance to keep your audience engaged.

**Extended Scale and Reach**—Expand your reach by delivering your digital content anywhere in the world, to virtually any device, no matter how large your audience or how high the demand.

**Transition to OpEx**—The Limelight Orchestrate Platform lets you move away from large capital expenses to an OpEx model that easily scales with your needs.

**Integrated Platform to Meet All Your Content Delivery Challenges**—Limelight Content Delivery Services are part of the Limelight Orchestrate Platform which provides a global infrastructure with a fully-integrated suite of capabilities and services to help you address all your content delivery needs. As your needs change and grow, you can easily add new capabilities without impacting your existing operations or needing to engage additional vendors.

## 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>.

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