

## DATA SHEET

# LIMELIGHT MULTI-DEVICE MEDIA DELIVERY LIVE VIDEO STREAMING SOLUTION

Limelight Multi-device Media Delivery (MMD) Live Enhancement is a powerful cloud-based feature for transcoding live video streams into multiple bitrates and on-the-fly transmuxing into different formats, and allow a live event to be recorded for later playback. MMD Live reduces workflow complexity while meeting the demands of audiences for the highest quality video viewing experience on their choice of devices. This functionality allows users to stream live events to smart TVs, desktops, mobile screens, and set-top-boxes. MMD Live is integrated with the global Orchestrate Platform to deliver broadcast-quality live video to connected devices.

## CHALLENGES DELIVERING BROADCAST QUALITY LIVE VIDEO

Audiences are watching live video from a variety of devices—smartphones, laptops, tablets, and even smart TVs, and for these viewers, it's all about the experience. But ensuring you are delivering the right format to the right device, and limiting access to authorized users can be complicated, challenging, and can involve specialized and expensive hardware. With the cost of live event licensing and production increasing, monetization by recording for playback is critical, but complex. What's more, ensuring that your live streams can be delivered once they are converted necessitates more infrastructure and bandwidth. Addressing all of these issues while delivering the experience demanded by your audience is a serious challenge.

## HOW MMD LIVE SOLVES THE CHALLENGES

MMD Live takes the headaches and hassles out of delivering live video to a variety of devices. It automatically converts a single RTMP ingest stream into a variety of popular HTTP chunked formats, as well as RTMP. Live to VoD recording capability simplifies the process of making live streamed events available for re-use as VoD assets. By offloading stream transcoding and transmuxing to the cloud, you no longer have to worry about costly on-site compute resources. Protect live streams from unauthorized access and enforce content licensing restrictions with MediaVault. These MMD Live features are part of the Limelight Orchestrate Platform, which integrates a massive global private infrastructure, advanced content delivery capabilities, and support services.

## FEATURES

- **Ingest Directly From Encoders**—Send RTMP (H.264 AAC-LC) from your encoders, and MMD Live handles transcoding, transmuxing, delivery, and security.
- **Transcode to Multiple Bitrates**—Convert to multiple video bitrates for ABR and diverse device playback, and one for audio.
- **Transmux to Multiple Formats**—Convert to a variety of formats including HLS, HDS (Adobe), MSS (Microsoft), MPEG-DASH, RTMP.
- **Low Latency Streaming**—Custom latency between ingest and edge can be set from as low as 5 seconds to 60 seconds for HLS and DASH streams.
- **Live to VoD Recording**—Events being streamed live can be automatically recorded to Limelight Origin Storage for later playback as VoD assets.
- **MediaVault**—High-performance server-side authentication service to secure live streams, including RTMP (Flash), from unauthorized views.
- **High Availability**—Redundant ingests and global CDN provide continuous operation of live streams.
- **HTTPS**—Playback URLs support secure connections using Limelight general certificates.
- **Custom Bitrate Ordering**—Transmux and transcode chunked streaming formats can be configured to start at low bitrates or high bitrates.
- **Integrated Player**—SmartEmbed live video player for websites that auto-selects for device, browser, and connection speed.
- **Control Self Service User Interface**—Access Limelight Control to configure, copy, delete slots, view slot details, and report on live streams.
- **Subtitles Inclusion Option**—Control whether the subtitles tag is included in the output stream when creating a slot.

## BUSINESS BENEFITS

MMD Live includes powerful business benefits:

**Reduce Internal Workloads**—Leveraging cloud-based transcoding and transmuxing offloads computationally complex tasks and assures delivery of the correct video format to every user device.

**Simplify Streaming Video Delivery**—Convert streams at the time of request and deliver them directly to the user without the need for additional encoders or other specialized equipment.

**Control Access**—Deliver globally while you protect content from unauthorized access of your live stream.

**Increase Monetization**—By integrating the live streaming and video on-demand workflows, Limelight is helping you simplify your workflow and increase monetization of live streaming content.

**Simplify Asset Management**—Tight integration with the Limelight online video platform provides easy to use media asset management.

**Reduce CapEx Infrastructure Costs**—By leveraging the cloud-based transcoding, transmuxing, CDN delivery, and security capabilities of Limelight, you don't need to buy compute or delivery resources (servers, bandwidth, etc.) to get your content to your audience's devices.

## COMPLEMENTARY SERVICES

MMD Live works with a variety of other Orchestrate services:

**Origin Storage Services**—Limelight Storage Services provide a distributed, origin-storage solution purpose-built for digital content such as on-demand video. Integrated directly with the CDN edge, you can store VOD versions of your live streams for rapid retrieval and automated transmuxing, reducing conversion latency.

**Content Delivery Services**—Limelight Content Delivery Services are the backbone of the CDN. Our powerful CDN software can determine the incoming request device type and deliver the correctly formatted stream through our global edge network.

**Cloud Security Services**—Deliver globally while you protect content from unauthorized access of your live stream.

**Customize To Your Audience**—Block network attacks with globally distributed DDoS AI and WAF protection mechanisms, and leverage the world's largest SSL footprint to secure content during transmission through the network.

## ABOUT LIMELIGHT NETWORKS

Limelight Networks Inc., (NASDAQ: LLNW), a leading provider of digital content delivery, video, cloud security, and edge computing services, empowers customers to provide exceptional digital experiences. Limelight's edge services platform includes a unique combination of global private infrastructure, intelligent software, and expert support services that enable current and future workflows. For more information, visit [www.limelight.com](http://www.limelight.com), follow us on Twitter, Facebook, and LinkedIn.

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