



SOLUTION BRIEF

EDGE COMPUTE FOR MEDIA AND ENTERTAINMENT

The edge is the new cloud. Analysts project that more and more computing will move to the network edge, offering the potential to reduce latency, transit costs and centralized server load. For many media and entertainment use cases, these advantages translate to improved user experience and enable new applications.

CHALLENGES FOR MEDIA DELIVERY

To meet rising audience expectations you need to offer richer, new experiences. At the same time you need to monetize, manage and monitor that growing complexity. Meeting these goals has many challenges:

Delivering a Reliable and Consistent High-Quality Experience at Scale

Poor or inconsistent streaming video quality is sure to spoil the user experience, as are slow start times for video. Other problems such as slow response times, error codes and irrelevant ads can also occur. Adding interactive services increases user expectations, so you can't tolerate problems with integrating and synchronizing different services in the overall stack.

Latency

Encoding, data processing and transit across networks and platforms can all introduce latency. Customizing experiences for users, whether targeted ad insertion or custom media encoding, can't tolerate excessive latency. And as more complementary services accompany and enrich the core video experience, tasks such as data gathering, analysis and decisioning can add further latency. Relying on centralized cloud services for these tasks can add latency that results in a sluggish experience.

Cost

Centralized public cloud services can add cost as well as latency, and fees associated with network transit and egress can add cost burdens on top of technical issues.

These issues can hamper your ability to provide customer satisfaction, serve new applications and reach new markets.

ADDRESSING THE CHALLENGES

Limelight's high-performance edge compute offerings can help you address the challenges you face.

Deliver a Quality Experience at Scale

Limelight offers the ability to install and run video application software at the network edge. You can select compute locations around the world to best meet your needs for regional access and scale. A range of edge compute options let you streamline components in your service architecture that are adding delay, cost and inefficiency.

In addition, if you're using Limelight's CDN services you can enhance your delivery by integrating edge compute into your CDN workflow. Leveraging locally cached content, ingesting into multiple edge PoPs and processing locally is much more efficient than using a centralized location. You can also simplify procurement, workflow and operations by using a single provider.

Low Latency Compute at the Network Edge

Limelight edge compute is ideal for latency sensitive workflows, including video delivery. Edge compute implementations can significantly lower average latency over centralized compute approaches. In use cases that involve a CDN, managing workloads at the edge can improve latency as well as performance and reliability.

Cost Management

Edge compute implementations can also help you reduce cost associated with centralized cloud services, storage and network transport in addition to improving latency and scale. In CDN use cases, Limelight zero-rates traffic from edge compute servers to our CDN, and you can achieve additional cost optimization by using a single provider.

LIMELIGHT EDGE COMPUTE OFFERINGS

Limelight's range of edge compute offerings lets you choose the best option for your unique environment:

Bare Metal

Limelight Bare Metal as a Service (BMaaS) gives you compute power where you need it without having to share resources. Bare metal is ideal when full control of compute resources and maximum performance is required.

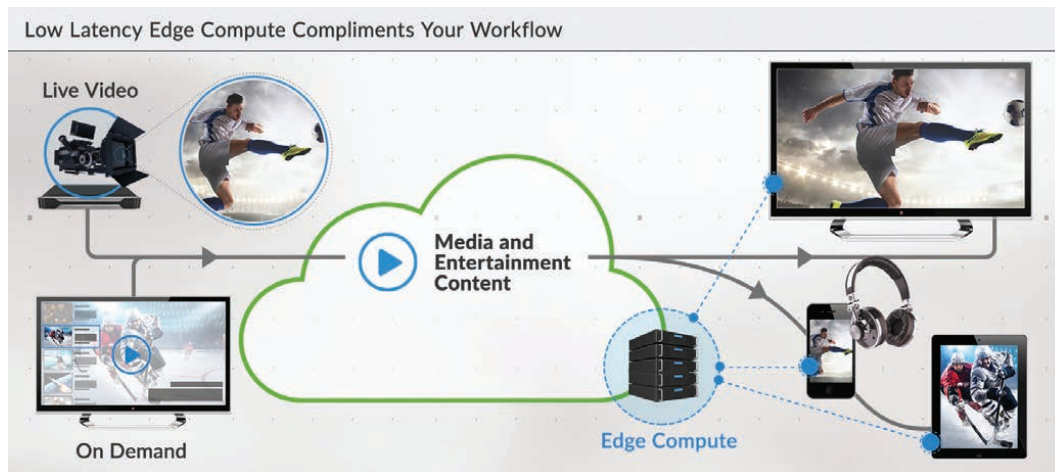
Virtual Machine

Limelight Virtual Machine (VM) as a Service offers easy-to-deploy global virtualized compute capacity that makes it easy to scale and grow as your compute needs change.

Serverless Compute

Tightly integrated with the CDN, Limelight EdgeFunctions automatically makes your code available to many edge locations around the world, executes at the network edge close to your users to ensure the lowest latency, and scales to meet demand.

All of Limelight's edge compute offerings leverage direct peering access to more than 1,000 ISPs and cloud providers, eliminating much of the latency and uncertainty of relying on traditional routing across the public Internet.



Limelight Networks' edge compute offerings let you spend your time, effort, and money scaling your businesses instead of scaling the underlying infrastructure. Leverage our experience in delivering latency-sensitive digital media to edge compute applications that demand the highest performance, regardless of location or device type.

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