

Media Services Live

Simplify live event workflows while scaling with growing audiences.



Today's viewers are no longer staying home or sitting on their couch to watch a large scale live event on their television. From the US Presidential Inauguration to the FIFA World Cup, every major live event is seeing an increase in online viewership.

In order to keep up with this trend, content producers are faced with tremendous operational issues such as establishing a streaming origin, providing multiple bitrate streams and re-packaging content for the massive device landscape they need to reach. Not to mention managing items such as streaming quality and content security.

Akamai has delivered the world's largest and most viewed live events for nearly 15 years. Leveraging this experience, Akamai's Media Services Live solution helps simplify the live streaming experience for content producers without sacrificing streaming quality, format coverage or content security. Media Services Live enables producers to leverage the power of the Akamai Intelligent Platform™, eliminates the need for a content origin and simplifies live workflows.

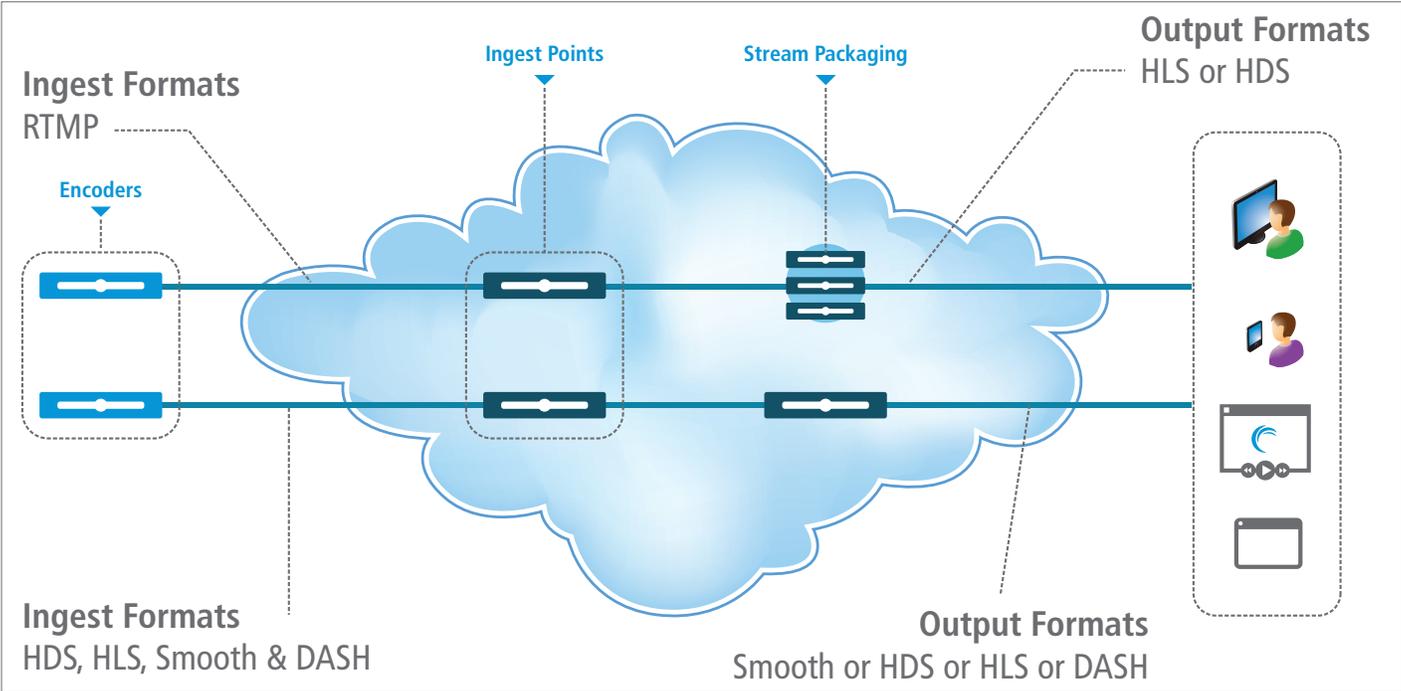
How it Works

Media Services Live is comprised of a set of standard functionality with additional options that can be added to suit a more customized workflow. The standard functionality includes access to Akamai's globally distributed and dedicated content ingest points. This is the best option for content producers who wish to provide Akamai with pre-packaged or pre-encrypted content. Today, Akamai can ingest live MPEG-DASH, RTMP, Microsoft Smooth, HDS or HLS. Content producers leverage the power of the Akamai Intelligent Platform™ without having to adapt the content or manifest. Optional components for Media Services Live include Stream Packaging for dynamically packaging RTMP content for either HLS or HDS delivery, Smooth Streaming Enablement and Media Encryption for content security.

Benefits To Your Business

- **Provides worry-free high quality streaming** to reach your audience through scalable and reliable live content ingestion.
- **Simplifies content workflow operations** by centralizing live event processing and delivery into a single cloud platform.
- **Reduces CAPEX/OPEX** by eliminating the need to purchase and scale on-premise content origins.
- **Increases availability** by leveraging Akamai's globally distributed ingest points

“ Having partners like Akamai that can scale and stand up with us is critical to our success. — Eric Black, VP, Technologies, NBC Sports Group ”



Media Services Live

Why Media Services Live?

It Reduces Complexity: Live events can be a pile of complexities. But nowhere is this more apparent than in content origin and encoder operations. Establishing a content origin can be a lengthy and resource intensive undertaking. Enough servers must be purchased, configured, and maintained for maximum capacity, even if most of that capacity will go largely unused during normal day-to-day operations. Physical space, Internet connectivity, and power must be rented and the entire operation must be monitored constantly. Add to that the complexity of managing multiple encoders outputting multiple formats and operations quickly become unmanageable without an army of highly trained resources. Akamai's Media Services Live eliminates the need to establish a content origin for a live event - since content can be directly ingested into the Akamai network. This means a reduction in operational complexity and costs for every single live event. Additionally, by leveraging the Stream Packaging option, content producers can simplify their encoder operations by only needing to provide Akamai with an RTMP stream at the desired bitrates and Akamai will package the content into either HLS or HDS. This can reduce the encoder requirements and complexity by up to 50%.

It Offers Worldwide Coverage: One of the first steps in a high quality live streaming workflow is the entry points into the content delivery network. In order to ensure a high quality connection at all times Akamai has strategically placed dedicated ingestion points across the globe for true worldwide coverage. These geographically dispersed ingest points mean a closer and higher quality connection between encoders and the Akamai network, which in turn means a higher quality live streaming experience.

And, in the rare event of a failed or under performing entry point Akamai dynamically remaps to the next best available ingestion point to ensure a seamless experience to the content viewer.

It Simplifies Device Reach: Some of the most recent research shows truly massive device growth. This means that reaching this ever expanding device landscape is going to get even more difficult. Akamai's Stream Packaging option simplifies the problems associated with reaching a varied device environment. Content producers simply provide Akamai with a single or multiple RTMP streams and Akamai will dynamically package the content into either HDS or HLS. This makes reaching the newest devices with the highest quality easier than ever before.

It Offers Security When Needed: As more and more content is consumed online it is constantly being put in a place where it can be pirated or stolen. Live events are particularly susceptible to these types of activities. This means that keeping content secure can oftentimes be just important as getting the content to the user in the first place. Akamai enables producers to encrypt their content as part of the Stream Packaging process to ensure their content is protected at every point during the event.

The Akamai Ecosystem

Akamai makes the Internet fast, reliable and secure. Our comprehensive solutions are built on the globally distributed Akamai Intelligent Platform™, managed through the unified, customizable Luna Control Center for visibility and control, and supported by Professional Services experts who get you up and running easily and inspire innovation as your strategies evolve.



Akamai® is a leading provider of cloud services for delivering, optimizing and securing online content and business applications. At the core of the company's solutions is the Akamai Intelligent Platform™ providing extensive reach, coupled with unmatched reliability, security, visibility and expertise. Akamai removes the complexities of connecting the increasingly mobile world, supporting 24/7 consumer demand, and enabling enterprises to securely leverage the cloud. To learn more about how Akamai is accelerating the pace of innovation in a hyperconnected world, please visit www.akamai.com or blogs.akamai.com, and follow @Akamai on Twitter.

Akamai is headquartered in Cambridge, Massachusetts in the United States with operations in more than 40 offices around the world. Our services and renowned customer care enable businesses to provide an unparalleled Internet experience for their customers worldwide. Addresses, phone numbers and contact information for all locations are listed on www.akamai.com/locations.