

# LimelightHD

## Transforming the digital media experience with fast delivery of stunning full-screen HD video.

Whether you're in the business of delivering movies, TV shows, sports events, or immersive games, your audiences demand brilliance. With LimelightHD,<sup>™</sup> a revolutionary new service from Limelight Networks,<sup>®</sup> you'll delight viewers with true HD video that renders in amazing clarity and speed over the Internet.<sup>1</sup> Best of all, this high-performance service allows you to deliver enormous HD files while conforming to the economics of your business.

LimelightHD builds on our LimelightDELIVER<sup>™</sup> and LimelightSTREAM<sup>™</sup> service suites, leveraging the same robust network features to speed delivery of HD video to your audience's screens. Our massively provisioned Delivery Centers cache all of your active HD content close to your users, connecting directly with more than 900 user access networks around the world. So when a viewer hits Play, your HD video plays in an instant. No false starts and no skips or stutters. And with our 100 percent SLA, delivery is guaranteed, all day and night, all the time.

"At Fox Interactive, the delivery of premium HD content on Fox on Demand is a critical element in accelerating the market. Limelight's approach to HD content delivery—fast, reliable and scalable—will ensure that consumers can enjoy the programming they want to see, on multiple devices and formats."

Ron Berryman,  
Senior VP and General Manager,  
Fox Interactive Media

## Built for your business

### Benefits

- Improve your brand and boost your presence on the Internet
- Attract viewers with amazing high-quality content
- Increase viewer satisfaction with a superior viewing experience
- Deliver content comparable to satellite, cable, and broadcast
- Discover new opportunities to monetize video content

It starts with your existing catalog, delivered using our LimelightSTREAM<sup>2</sup> or LimelightDELIVER<sup>3</sup> service. With LimelightHD, we add high-performance delivery of the content you choose to make available in HD. Our service handles video at 720p and 1080p resolution and at bit rates of 1.5Mbps or higher—significantly better than the 400Kbps video quality typically available on the Internet today.

Because not every user is on a broadband connection, we also host the standard definition (SD) titles that correspond to your HD titles. Our network determines which users can accept delivery of rich HD video—that is, everyone connected through one of our broadband access partners—and serves them the full HD file in all its glory. The SD content will be delivered to anyone on a slower connection.<sup>4</sup> In either case, your content is always instantly available to your audiences, wherever they are in the world.

Our pricing structure is just as intelligent as our network. Rather than price HD delivery as a function of file size, we offer a "quality incentive" that allows you to deploy HD video content at minimal incremental cost over your current SD video—so there's no major impact on your existing business model.

LimelightHD traffic is tracked and reported separately from your other LimelightDELIVER and LimelightSTREAM traffic, making it easy to analyze your audience's viewing habits and guide development of your HD business. With LimelightCONTROL,<sup>™</sup> our advanced management and reporting service (formerly known as LimelightEXCHANGE<sup>™</sup>), you can monitor date and time of HD transactions or view a list of the most requested HD titles. You can even see how users interact with each file: for example, whether they go back and play the same sequence over and over again. With LimelightCONTROL X, the Geo Reporting option enables you to assess your HD traffic at a global or continent level—and drill down instantly for city-by-city details.

## Specifications

### Description

- Limelight HD available as an extension to LimelightSTREAM and LimelightDELIVER services for video content only
- LimelightHD API required to verify if the user connection has sufficient bandwidth for HD delivery
- Delivery of HD content tracked separately from SD content

### Content

- Support for HD content at industry-standard resolutions
- HD content must be encoded at a minimum of 1.5 Mbps and 24 or more frames per second
- Best if HD content is stored on Limelight Networks servers

### LimelightSTREAM

- Formats supported: Windows Media (including Silverlight), Flash (including Dynamic Streaming), and H.264

### LimelightDELIVER or LimelightDELIVER XD

- Support for progressive download only
- Formats supported: Windows Media (including Silverlight), Flash, H.264, QuickTime, RealPlayer, and any other progressive formats

### Deliver HD today

Contact Limelight Networks to discuss delivering HD content over the Internet. Our expert client services team will work with you to develop a solution that meets your business needs.

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<sup>1</sup>Users must have a high-speed connection to the Internet. <sup>2</sup>Available for Windows Media and Flash Video streams only. <sup>3</sup>Works with LimelightDELIVER progressive download. <sup>4</sup>Automatic delivery of SD content to users not on a direct-connect access network requires use of the LimelightHD API.