



Limelight Networks Introduces Reach Live for Live Streaming of Videos to Multiple Mobile Viewing Environments

Publishers Can Ensure Optimal Viewing Experiences That Are Tailored to the Specific Requirements of Each Viewer's Mobile Device

TEMPE, Ariz., April 17, 2012 (GLOBE NEWSWIRE) -- [Limelight Networks, Inc.](#) (Nasdaq:LLNW) today introduced [Limelight Reach Live](#), a new service that streams live video to a wide array of mobile devices, including tablets, using just a single media feed. Reach Live integrates video transcoding and best-in-class streaming technologies in real-time to ensure optimal viewing experiences to audiences anywhere, and on whatever device they are using. Publishers can now easily deliver a viewing experience that is tailored to an ever-expanding array of handsets and IP-capable devices, enabling viewers to enjoy live video in a version best-suited to the screen size and bandwidth of their phone or tablet.

"According to a 2011 [In-Stat](#) survey, nearly two-thirds of smartphone owners have watched video on their devices, while nearly 86% of tablet owners have done so," said Edgardo Nazario, VP and GM, Limelight Video Platform, Limelight Networks. "As more consumers watch mobile video from a growing number of devices, Reach Live helps publishers face the challenge of tailoring high quality video to different mobile platforms in real-time. Customers simply input a single live source stream, and Reach Live delivers a viewer experience that is customized to the size of the viewer's screen and available bandwidth. Publishers no longer have to worry about meeting the specific requirements of each new device on the market — Reach Live's automatic device detection and database do all of the work."

Further, Reach Live delivers mobile videos using Limelight's high-performance [global computing platform](#), ensuring fast and reliable delivery of video content, even during peak traffic. Publishers can also easily access key analytics to measure end user video consumption.

Fasig Tipton, North America's oldest Thoroughbred horse auction company, is leveraging Reach Live and Limelight Video Platform to stream live horse auctions in high definition to both PCs and mobile devices.

"When your audience is judging the motion of a horse and prepared to spend upwards of a million dollars on it, you must be able to deliver extremely high quality, dependable video," notes Max Hodge, Fasig Tipton's Director of Client Services. "Reach Live lets us reliably reach a broader audience and ensure that they experience exceptional viewing experiences that enable them to make better informed buying decisions."

Additional Services

Limelight's integrated suite of cloud-based applications allows publishers to efficiently manage their complete digital presence across web, mobile, and social channels. In addition to Reach Live, this end-to-end offering includes:

- [Limelight Reach](#): The Reach suite of mobility services removes the complexity of delivering rich-media experiences to mobile environments. Reach Video accelerates delivery of on-demand video using a Universal URL for streamlined access. Reach Ads enables targeted dynamic advertising of mobile video, while Reach Interactive lets publishers deploy rich interactive-video ads within mobile apps.
- [Limelight Video Platform](#): This easy-to-use service provides tools for managing, publishing, measuring, and monetizing online and mobile videos.
- [Limelight Dynamic Site Platform](#): Publishers can manage every aspect of their website delivery with this web content management (WCM) solution, which integrates sophisticated controls and capabilities for reaching desktop and [mobile](#) users online.

About Limelight Networks

Limelight Networks, Inc. (Nasdaq:LLNW) is a trusted provider of integrated cloud-based applications that leverage Limelight's scalable, high-performance, global computing platform. We give organizations whose Internet, mobile, and social initiatives are absolutely critical to their success a complete solution to upload, manage, publish, monetize, accelerate, and analyze their online and mobile content. The Limelight team of experts and end-to-end offering allow customers to streamline all of the processes throughout the content lifecycle and optimize the performance of content across all channels — empowering them to quickly and cost-effectively orchestrate a successful digital presence that improves brand awareness, drives revenue, and enhances customer relationships. For more information, please visit www.limelight.com or follow us on Twitter at

www.twitter.com/llnw.

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