



CesarsWay.com Engages Global Audiences, Drives Revenue With Limelight Video Platform

CesarsWay.com More Than Triples Site Traffic and Increases Video Views by 430 Percent

TEMPE, Ariz., April 17, 2012 (GLOBE NEWSWIRE) -- [Limelight Networks, Inc.](#) (Nasdaq:LLNW) today announced that Limelight Video Platform has been implemented by CesarsWay.com, the #1 dog website from Cesar Millan, internationally renowned dog behavior expert and star of Nat Geo WILD's *Dog Whisperer with Cesar Millan*. CesarsWay.com deployed [Limelight Video Platform](#) and its integrated delivery services as part of a complete website redesign. Since then, its video library has grown by 98 percent and site traffic has more than tripled, reaching 1.2 million unique visitors per month as of March 2012.

"Our goal with the website redesign last year was to expand the website to become the leading resource and community for canine topics, where people could engage with a wide range of content and with each other," states George Gomez, Web Director, CesarsWay.com. "Video was a central component in that vision. We needed a reasonably-priced solution that would give us room technically and financially to experiment with online video and see what works."

To this end, CesarsWay.com further developed its online video inventory and used Limelight Video Platform analytics to understand how particular videos were resonating with their audience. These analytics provide audience engagement and measurement, including video popularity, viewer engagement, unique users, viral sharing, advertising, and more — giving CesarsWay.com a qualitative way to measure the success of its videos.

"We have clips from the show on the site, but our analytics showed us that viewers are most interested in original news and training content that went deeper than what was on TV and showed a more personal side of Cesar," Gomez continues. "We therefore developed more videos with unique web content, where Cesar can offer insights on topics beyond those discussed on the television series. Armed with key analytics, we are able to adjust our content to best match our viewers' preferences."

By providing high quality content based on viewer interest, CesarsWay.com has increased video views by 430 percent, enabling it to not only enhance the relationship it has with its fans, but also increase opportunities to drive revenue using specialized pre-roll ads.

"We do not use an open advertising model; instead, we focus on building deeper, direct relationships with leading dog brands as well as promoting Cesar's own exclusive products, such as the Illusion Collar and his Mastering Leadership dog training DVDs," states Gomez. "The ability to easily monetize our videos in this manner is incredibly important for us, and was a key factor in our decision to employ Limelight Video Platform."

In addition to real-time analytics, Limelight Video Platform offers sophisticated metadata management, seamless integration with existing CMS, in-video search, and full support for multiple publishing models including free, subscription, and ad-supported video.

As part of an integrated service, Limelight Video Platform is supported by the Limelight Networks global compute and delivery platform, which ensures that CesarsWay.com videos are consistently delivered globally, even as the number of site visitors continues to increase. Moreover, the Limelight platform allows CesarsWay.com to upload large volumes of content as needed, monitor the viewer experience, and improve video performance through caching techniques and Limelight's own private fiber network. These capabilities free CesarsWay.com to focus its energy on generating meaningful content rather than worrying itself with web infrastructure.

"Today's foremost businesses realize the advantages of engaging customers with an impressive online video experience," states Edgardo Nazario, VP & GM, Limelight Video Platform, Limelight Networks. "We are pleased to offer CesarsWay.com a platform from which they can easily upload, manage, publish, monetize, and analyze a growing library of online videos, as well as ensure optimal performance of these videos for their global fans."

In 2012, CesarsWay.com plans to continue to increase video presence in its online stories with an expanded Cesar Millan video blog and will further customize its Video Platform players to match the evolving look and feel of its website.

"In Limelight Video Platform, we found a robust, yet intuitive platform upon which to streamline our video publishing workflow, educate and retain global audiences, and deepen the value our online brand and community offer," states Gomez. "We can now continue to engage viewers with quality dog training and dog news content beyond the television series, allowing us to extend the relationship we have with our fans, and further connect brand sponsors with this audience."

About CesarsWay.com

CesarsWay.com is the #1 dog website from Cesar Millan, internationally renowned dog behavior expert and star of Nat Geo WILD's *Dog Whisperer with Cesar Millan*. The website's mission is to provide educational and entertaining dog content, unique training tools and DVDs, and community engagement to help people and their dogs lead happy, fulfilling lives. The website helps deliver Cesar's canine-training empire—including live shows, DVDs, books, retail products, new television series and specials—to the hundreds of millions of dog lovers worldwide, making the world a better place, one dog at a time.

About Limelight Networks

Limelight Networks, Inc. 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.

Copyright © 2012 Limelight Networks, Inc. All rights reserved. All product or service names are the property of their respective owners.

CONTACT: Media Contact:

Heather Miller

215.867.8600 x239

media@llnw.com