



'Punjab Kesari Group' Selects Limelight Networks(R) Integrated Cloud-Based Services for Online Video Publishing and Media Delivery

Indian Publisher Sees 30 Percent Increase in Video Traffic Every Month

TEMPE, Ariz., Feb. 8, 2012 (GLOBE NEWSWIRE) -- [Limelight Networks, Inc.](#) (Nasdaq:LLNW) ("Limelight") today announced that Punjab Kesari Group has selected Limelight's online video publishing and media delivery services. The publisher is leveraging Limelight's integrated cloud-based services and global computing platform to streamline the process of uploading, managing, and delivering its growing video library and to ensure maximum site performance for its expanding global audience.

Punjab Kesari Group is one of the leading newspaper groups of India with a daily circulation of 1.1 million copies. Its online site publishes the latest news in three languages — Hindi, Punjabi and Urdu — and has around one million viewers from across the globe, including India, U.S., Canada, Europe, and Australia. To boost viewer engagement and site traffic, Punjab Kesari Group recently began adding more videos to its site. Initially, its videos were produced externally, but the publisher is now producing its own videos, allowing it to quickly grow its library.

"As we added more videos online, our library became more time-consuming to manage and our site performance suffered, causing serious buffering issues for our viewers," said Abhijay Chopra, Director, Punjab Kesari Group. "We chose Limelight as our sole provider for online video publishing and content delivery to help us address these issues and create a more powerful online experience for our viewers. Since using Limelight's services, our site traffic has grown 30% month by month, and our number of video views has increased exponentially. Our library now contains over 5,000 videos, and our site offers between 500-700 videos at any one time. Even with this growth, we can manage our library with ease."

Punjab Kesari Group is employing Limelight's integrated cloud-based services — [Limelight Deliver](#) and [Limelight Video Platform](#) — to meet the following requirements:

- Deliver high quality video and images with minimal buffering and site delays
- Streamline the process of uploading, managing, publishing, and delivering both on-demand and live streaming videos
- Monetize videos using pre-roll ads
- Scalability: Ensure optimal site performance regardless of traffic spikes or end user location and expand the video library without impacting internal efficiency
- Optimize videos based on key analytics, including viewer engagement and geography

Both Video Platform and Deliver leverage Limelight's [global computing platform](#) to ensure that high quality videos quickly reach worldwide viewers, even during intense peaks in traffic. All services are managed within a single interface, and Punjab Kesari Group can access real-time performance information to make adjustments as needed.

"Through our integrated services, Punjab Kesari Group can efficiently upload large volumes of content, monitor the viewer experience, and improve video performance, freeing them to focus their efforts on creating compelling content that will ultimately drive revenue," notes Andrew Clark, Vice President, Asia Pacific Sales and Operations. "India has seen 25% growth in internet users in the past 12 months, and it's the world's second-largest mobile phone market with 893 million users, giving Limelight significant growth opportunities in this region. We look forward to helping more companies like Punjab Kesari Group provide consistent, high quality experiences for their end users."

About Limelight Networks, Inc.

Limelight Networks, Inc. (Nasdaq:LLNW) provides solutions that enable business and technology decision makers to profit from the shift of content and advertising to the online world, the explosive growth of mobile and connected devices, and the migration of IT applications and services into the cloud. Our worldwide customers use Limelight's massively scalable software services that engage audiences, enhance brand presence, analyze viewer preferences, optimize advertising, manage and monetize digital assets, and ultimately help build stronger customer relationships. For more information, please visit <http://www.limelight.com> or follow us on Twitter at www.twitter.com/llnw.

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