



Limelight Networks Enables NPR Music's Most Ambitious Live Video Streaming Event

NPR to Stream Video and Audio of Live Concerts From the South by Southwest Music and Media Conference, March 16-20, 2011

AUSTIN, Texas, March 16, 2011 (GLOBE NEWSWIRE) -- [Limelight Networks](#), Inc. (Nasdaq:LLNW) today announced that it will provide live streaming capabilities for [NPR Music's](#) live video streaming events, taking place at the [South by Southwest](#) (SXSW) Music and Media Conference March 16-20, 2011. NPR Music will stream live video and audio from two highly popular SXSW showcases, as well as from its annual daytime concert at the Parish.

"NPR Music and public radio have a long history of producing quality live concert recordings, with engaging hosts and expert commentary," says Amy Schriefer, Product Manager for NPR Music. "We look forward to continuing that signature experience with live video streaming and Limelight Networks. We're especially excited to film the energetic, visceral performances of the artists we'll feature at SXSW. They will not disappoint."

The concert events are streaming via the NPR media player at www.npr.org/sxsw and are embedded on participating public radio member station websites across the country, provided by real-time Flash streaming using Limelight STREAM. For the first time, an NPR Music live video webcast will also be available on the NPR Music mobile app for iPhone and iPod Touch. Viewers from around the world are expected to stream NPR's SXSW concerts concurrently via their computers and mobile devices.

Throughout the conference, Limelight will work to ensure smooth workflow and top performance by providing NPR with seamless on-site communication capabilities, as well as consistent account management and reporting through [Limelight CONTROL](#). The Limelight CONTROL portal will give NPR an up-to-date view of critical performance information and allow NPR to manage its streams and analytical data in real-time.

"We are pleased to expand our existing relationship with NPR to include live video streaming and can think of no better place to begin than at the innovative South by Southwest Music and Media Conference," states David Hatfield, SVP Sales and Marketing, Limelight Networks. "We look forward to helping NPR continue to grow in this space with reliable and scalable online streaming services."

NPR's growth in online video is indicative of the online video market as a whole. Total views for professionally produced online video content grew 47.1% in 2010 to reach 72.3 billion according to AccuStream Research. Moreover, home and work online video usage increased by a whopping 45% from 2010 to 2011 according to Nielsen.

NPR has been a Limelight customer for nearly three years, and currently utilizes [Limelight REACH](#) and [Limelight ADS](#) for mobile advertising, [Limelight DELIVER](#) to accelerate delivery of rich media website objects, and [Limelight STREAM](#) for audio podcasts.

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. Over 1800 customers worldwide 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.limelightnetworks.com> or follow us on Twitter at www.twitter.com/lnw.

About NPR Music

Since 2008, NPR Music has broadcast and webcast a slew of concerts from SXSW, debuting new albums from Spoon, R.E.M. and the Decemberists, and introducing audiences to Sleigh Bells, Vampire Weekend, K'Naan, Bon Iver, G-Side, The Dirty Projectors, Yeasayer and many others. All past concerts, along with artist interviews and live audio and video performance sessions, are archived at: npr.org/sxsw.

NPR Music celebrates great music in every genre and is an industry leader in music discovery. The multimedia site offers more than 300 new features monthly and an extensive archive, in collaboration with NPR's newsmagazines, 12 public radio member stations and the passionate NPR community. NPR Music creates and distributes inventive music coverage across multiple platforms — from web, to radio, to podcast, to mobile, to social media, to live events — with first listens to new albums, live

performances, concerts at the Tiny Desk, interviews, reviews and blogs. Its newest addition: All Songs 24/7, a non-stop stream of every song ever played in 10 years of the show.

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