



## Limelight Networks, IMJ Corporation, and Panasonic Network Services Inc. Build IPTV Live Event IP Broadcasting Service for Connected Televisions

### New Service Offers Live Event IP Broadcasting Service for Tsutaya TV Viewers

TEMPE, Ariz., Feb. 10, 2012 (GLOBE NEWSWIRE) -- [Limelight Networks, Inc.](#) (Nasdaq:LLNW), today announced that Limelight, along with IMJ Corporation (IMJ) and Panasonic Network Services Inc., (PNS) have built one of the regions first IPTV Live Event Streaming services for "Tsutaya TV," a leading electronic video delivery service for digital TV in Japan. Using the groundbreaking IPTV Live IP Broadcasting service, Tsutaya TV provides Live HD video IP broadcasting events to owners of Smart Televisions in Japan.

Tsutaya TV's first Live Event, "HARAJUKU KAWAii!!!!," aired on 28 December 2011 to great success. Tsutaya TV were capable of hosting 2000 simultaneous real Full HD, IP broadcasting to its members to enjoy the event, which focused on trendy fashion, culture, and music for young Japanese girls.

"IMJ is proud to lead the development of this innovative service for Tsutaya TV users," said Nariaki Hatta, Senior Producer, New Business Development, Broadband Division of IMJ Corporation. "Live event delivery to connected devices is a unique experience that IMJ and our partners bring to Tsutaya and their users. The build-out demonstrates how integration at all levels can bring innovative new services to customers. Partners like Limelight enable us to offer our customers state-of-the-art services that leverage content delivery expertise and one of the world's only truly global CDNs."

IMJ provided the software level systems integration and overall management, PNS provided the software for live event IP broadcasting for Smart Televisions, including Digital Rights Management through the Marlin DRM, and Limelight delivered the highly scalable, content delivery design and infrastructure. Built leveraging the expertise of Limelight's professional services team and scalable to serve up to 10,000 concurrent users, this is among the first deployments of IPTV-based DRM enabled Live-to-the-TV event infrastructure worldwide.

Tsutaya's IPTV Live Event IP Broadcasting service provides Smart TV owners in Japan with the opportunity to enjoy live events in high quality HD Smart TVs with all the dynamic audio and visuals of the live events themselves. Tickets can be obtained for live events through TsutayaTV.com's web portal, available on all smart televisions available in Japan.

"This project is an important one not only for Tsutaya and their Japanese customers, but to the industry," said Andrew Clark, Vice President, Asia Pacific Sales and Operations for Limelight Networks Japan KK. "In partnership with IMJ and PNS, Tsutaya is now able to deliver highly scalable, high quality, HD IPTV live events on demand. This type of service opens up revenue streams based on new Live-to-the-TV events for Tsutaya and other content providers in the future."

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 [www.limelight.com](http://www.limelight.com) or follow us on Twitter at [www.twitter.com/llnw](http://www.twitter.com/llnw).

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