



Limelight Networks Teams With Conviva to Offer Industry-Leading Solution for Online Delivery and Performance Insight

Roberts Communications Network First to Try Enhanced Analytics on the Limelight Networks Platform

TEMPE, Ariz., Jan. 26, 2012 (GLOBE NEWSWIRE) -- *Limelight Networks, Inc.* (Nasdaq:LLNW) today announced a partnership with Conviva to integrate Conviva's video performance monitoring technology with Limelight's massively provisioned [global computing platform](#). Together, the solutions take a huge step forward in improving online video viewing quality and delivery. Adding Conviva's analytics to the Limelight suite of products will give Limelight customers access to real-time audience metrics and will provide new data for Limelight operations teams to improve overall network performance.

The new solution, called Embedded Insights, will give [Limelight Networks'](#) customers access to a tailored version of Insights, Conviva's advanced video analytics offering. [Conviva](#) monitors the experience of each online viewer and reports up-to-the-second measurements of video quality and audience engagement. Embedded Insights will help users see problems within the content delivery network while also monitoring audience reach and engagement. Armed with this information, users can make more profitable business decisions and better target their audience. The unbiased, independent analytics package establishes an industry standard for CDNs reporting their own performance and provides Limelight customers control over the viewing experiences they deliver to their online audience.

The integration with Conviva is made possible through Limelight Networks' open approach to network management, and available APIs. Limelight Networks and Conviva are currently beta testing integrated services with Roberts Communications Network, who provides communications services to the pari-mutuel industry and is based in Las Vegas, Nevada.

"We are excited to be able to test this new integrated solution with Limelight Networks and Conviva," said Joseph Hill, Vice President of Roberts Communications Network. "It is critical for our business to be able to proactively protect viewers from video performance degradation and to be able to improve audience engagement. By combining the scale and reliability of Limelight's global delivery platform with Conviva's specialized video monitoring tools, we know we can deliver consistently high-quality experiences online. That helps us maintain the service standard that our customers demand."

In addition to real-time measurement, Conviva's Embedded Insights solution includes content, content type (LIVE/VoD) and geographic filters for in-depth performance analysis, comprehensive insights into video delivery configurations, and cross-platform support for Flash, Silverlight and HTML5 players, as well as the RTMP and HTTP streaming protocols.

"Embedded Insights by Limelight and Conviva gives companies the data they need to ensure they have a profitable online video strategy and effectively target their online audience," said Darren Feher, CEO of Conviva. "The information we provide is the most detailed in the industry and brings peace of mind knowing that it comes from an independent, third-party."

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 or follow us on Twitter at www.twitter.com/llnw.

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About Conviva

Conviva is a video quality optimization and analytics company that makes online streaming a more profitable business through increased audience engagement that comes from a buffer-free, personalized HD experience. Conviva works with major media brands to monitor over one billion streams a month, which greatly improves the video viewing experience for every audience member.

About Roberts Communications Network

Roberts Communications Network, Inc. provides communications services to sports, entertainment, educational, and ethnic programming industries with satellite and terrestrial communications services over multiple platforms. The company was founded in 1984 and is based in Las Vegas, Nevada.

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