



## Photo Release -- Limelight Video Platform Unveils New Features and Capabilities for Online Video Publishers in Spring 2011 Release

### Fully Integrated on Limelight's Global Computing Platform, LVP is Releasing Its Fourth Major Release and Its First Since the Limelight Acquisition Late Last Year

SEATTLE, April 7, 2011 (GLOBE NEWSWIRE) -- [Limelight Networks](#), Inc. (Nasdaq:LLNW) today announced that [Limelight Video Platform](#) (LVP) is offering several new features in its Spring 2011 release. Enhancing efficiency and providing more extensive capabilities for publishers, these latest tools include:

- Live streaming to web-based players and Apple iOS devices
- Enhanced mobile and devices support
- Real-time analytics
- Advanced workflow, performance and localization

Photos accompanying this release are available at <http://www.globenewswire.com/newsroom/prs/?pkgid=9461> and <http://www.globenewswire.com/newsroom/prs/?pkgid=9462>

"Since becoming a part of Limelight, LVP has experienced considerable growth," said Alexander Castro, Vice President and General Manager of LVP, Limelight Networks. "Our goal is to provide our customers with the sophisticated tools they need to publish and monetize their video content but at the same time keep the solution easy to use. With these latest capabilities, publishers can easily and quickly manage and publish a large library of live and on-demand assets while ensuring maximum viewer experience."

The latest LVP additions allow publishers to easily manage their libraries, publish high quality videos to a global audience across multiple devices, measure performance, and monetize their content.

#### Live Streaming

LVP now offers an end-to-end solution to manage and [broadcast live events](#). Publishers can easily broadcast live video streams from any location within minutes to web-based players as well as to Apple iOS, Android, and Blackberry devices. What's more, they can manage both their live and on-demand assets in a single console using the same workflow. The same powerful tools that are available with LVP on-demand are also available for live streaming, including geo/domain restrictions, scheduling, metadata management, custom metadata management, player customization, and channels. In addition, all Limelight Video Platform players are enabled for live delivery, permitting publishers to mix both live and on-demand in the same channel and deliver using adaptive bit rate streaming. Last month, South by Southwest (SXSW) Music Conference and Festival utilized LVP live streaming and video on-demand capabilities to [broadcast events from the conference](#) live for the first time ever and make them available on-demand after the performances.

#### Enhanced Mobile & Device Support

LVP Universal Embed Codes have intelligence built into them that automatically ensures video delivery to all devices, including smartphones. Once LVP mobile delivery is enabled, publishers simply drop the code onto a web page, and when a user visits that page, the [Universal Embed Code](#) automatically detects and delivers the proper trans-coded video file based on the visitor's hardware environment. This leverages and further extends Limelight's industry leading mobile capabilities provided by [Limelight REACH](#).

#### Real-Time Analytics

Publishers can now view results in minutes rather than hours. Limelight Video Platform dynamically collects and detects viewership metrics as viewers access their media and then provides the metrics for each video in user-friendly [engagement reports](#). For example, the [Drop-Off Report](#) illustrates how many views each section of the video has at any given moment, alerting publishers if a particular section has a high percentage of viewers leaving.

#### Advanced Workflow, Performance and Localization

*Custom Properties*

Most online video platforms offer some basic meta-tags such as title, description, keywords and genre, but LVP now also allows publishers to create [customizable metadata properties](#). Publishers can easily filter, sort and search the custom fields, significantly accelerating the process of organizing and delivering large video libraries. They also have the option of exposing this searching ability in the video player to help their viewers quickly find relevant content. These custom properties are supported at the video, channel and channel group levels.

#### *Player Edge Scaling*

Player Edge Scaling maximizes player performance, ensuring immediate starts and smooth, continuous play. LVP can reliably deliver optimal viewing experiences even during the most intense traffic spikes by caching media on the edge of its private, high-speed global [content delivery network \(CDN\)](#).

#### *Video Clipper*

The new LVP [video clipper tool](#) enables publishers to create a new clip from an original video within their library. Publishers can leverage this clip, now a completely new video in the library, to promote a video via YouTube. They can also create a shorter clip of the most viewed section of the original video.

#### *Media RSS*

Publishers can now ingest video metadata using Media RSS (mRSS), allowing them to easily migrate large libraries without manually entering asset information such as titles, descriptions and tags. Publishers can also employ mRSS to apply a preview image and place media into an existing channel.

#### *Mid-roll Ads*

Limelight Video Platform now offers the ability to insert and control mid-roll ad formats, an ad presented in the middle of the video, giving publishers more flexibility in monetizing their content.

#### *Player Language Localization*

The LVP video player supports the world's most popular languages, including English, French, German, Japanese, Russian, Spanish, Dutch and Chinese. The player auto-detects the viewers' OS language setting and displays the appropriate language in the player controls.

The Spring 2011 release features are available immediately to all customers. For more information or to see a demo, please visit <http://www.limelightvideoplatform.com/request-trial/>.

### **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/llnw](http://www.twitter.com/llnw).

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With Limelight Video Platform live streaming capabilities, publishers can manage both their live and on-demand assets in a single console using the same workflow.

Engagement reports within Limelight Video Platform display viewership metrics for each video, such as how many views each section of the video has at any given moment.