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Cinedigm Selects Limelight Networks' Global CDN to Deliver Content for its Over-the-Top Networks Business

Deal provides Cinedigm's users highly reliable, fast access to broadcast quality movie and TV shows and expands Cinedigm's Global OTT Capabilities

LOS ANGELES--(BUSINESS WIRE)-- Cinedigm (NASDAQ: CIDM) and Limelight Networks, Inc. (Nasdaq: LLNW) today announced that Cinedigm will use Limelight's Content Delivery Network (CDN) to prepare, store and deliver movies and TV shows to its current and future install base of users of its Over-the-top (OTT) Networks.

Limelight's integrated suite of technologies will simultaneously improve the quality of service of Cinedigm's video applications, optimize user engagement across devices, and significantly reduce delivery costs. Additionally, leveraging Limelight's global presence sets the stage for delivering Cinedigm's networks on a global scale. According to *Digital TV Research*, 59% of the \$35.37 in new OTT revenues by 2020 will come outside of North America.

"As we continue to strengthen and expand our OTT infrastructure to support growth, Limelight Networks emerged as the ideal CDN choice," said Erick Opeka, EVP of Digital Networks for Cinedigm. "Limelight's experience delivering amazing content experiences and proven global reach will enable us to tap into the rapid growing OTT markets in Asia Pacific, Europe and Latin America."

The deal comes amidst Cinedigm's recent announcements expanding its world-class OTT infrastructure, including the addition of DRM support from Google, Apple and Microsoft, as well as device footprint expansions to more than 60 Million devices including Google Chromecast, Android TV and Amazon Fire TV.

Cinedigm channels utilizing Limelight's services include:

- 1 **Dove Channel:** targeting the family values audience with movies and shows families can enjoy together. The content offering includes mainstream and classic family movies, documentaries, heartwarming TV series and children's programs. All of Dove Channel's carefully curated content reflects the time-honored standards of The Dove Foundation and its trusted Family Seal of Approval.
- 1 **CONtv:** catering to the enormous and avid Comic Con audience. The channel currently boasts 2,500 hours of original programming, curated films and TV episodes, and exclusive Comic Con panel coverage from dozens of annual nationwide conventions.
- 1 **Docurama:** targeted to the avid documentary audience with over 1,200 titles, including full-length and short-form documentaries, non-fiction TV programming, and behind-the-scenes interviews.
- 1 **The WHAM Network:** providing news, information and entertainment 24/7 focused on the fast growing global e-sports and gaming audience. Launches Fall 2017.

About Cinedigm

Cinedigm powers custom content solutions to the world's largest retail, media and technology companies. We provide premium feature films and series to digital platforms including iTunes, Netflix, and Amazon, cable and satellite providers including Comcast, Dish Network and DirecTV, and major retailers including Walmart and Target. Leveraging Cinedigm's unique capabilities, content and technology, the Company has emerged as a leader in the fast-growing over-the-top channel business, with four channels under management that reach hundreds of millions of devices while also providing premium content and service expertise to the entire OTT ecosystem.

About Limelight

Limelight Networks, a global leader in digital content delivery, empowers customers to better engage online audiences by enabling them to securely manage and globally deliver digital content, on any device. The company's award winning Limelight Orchestrate™ platform includes an integrated suite of content delivery technology and services that helps organizations secure digital content, deliver exceptional multi-screen experiences, improve brand awareness, drive revenue, and enhance customer relationships — all while reducing costs. For more information, please visit www.limelight.com, read

our [blog](#), follow us on [Twitter](#), [Facebook](#) and [LinkedIn](#) and be sure to visit [Limelight Connect](#).

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