

AKAMAI INDUSTRY FACT SHEET:

Online Video Publishers

EXPAND REACH AND VIDEO AD
IMPRESSIONS WITH OPEN VIDEO PLAYER
www.openvideoplayer.com

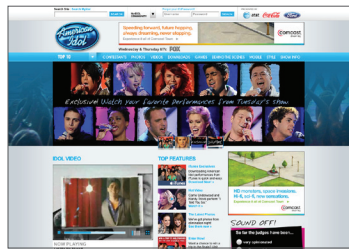
The Akamai Difference for Online Video Publishers

- Leading edge adaptive and dynamic streaming solutions for the highest-quality HD online video experiences
- A unique platform that can easily scale to support broadcast-sized online video audiences
- Flexible, open video player solution that streamlines advertising revenue while providing 100% ownership of intellectual property
- A vibrant open-source community to leverage for video player innovation and exchange of ideas

Akamai Success

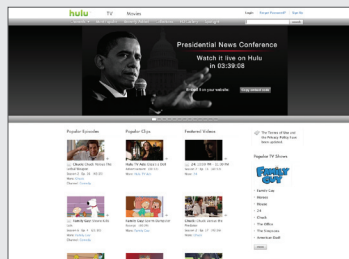
American Idol

The American Idol team at Fox Digital Media used the Open Video Player to redesign the video experience for season 8 of American Idol in just under six weeks. The flexible code base in the OVP let them easily create multiple custom-branded video channels for major sponsors. They also extended their audience reach and grew video ad impressions by adding syndication capabilities to the player.



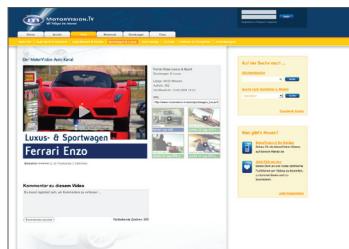
HULU.com

Hulu built their widely emulated video player experience using an early version of the Open Video Player code base.



MotorVision.TV

Leading German automotive content site and online video publisher used the Open Video Player to create a searchable video experience with ads powered by DoubleClick's DART ad server.



- 8/10 of the top online video publishers
- Premium partnerships with Adobe and Microsoft
- Thousands of downloads of Open Video Player source code

"We were tremendously impressed by the Open Video Player, and immediately recognized that it would enable us to develop a robust video offering — even beyond what we originally planned — in time for the season launch,"
—Jonathan DeArmas, Web Development Manager for AmericanIdol.com

REPRESENTATIVE CUSTOMERS



NBA



Fox News

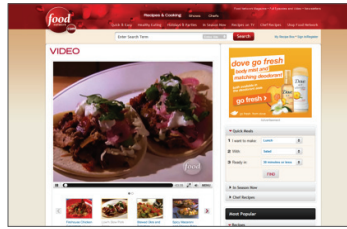


AmericanIdol.com

Akamai Success (cont.)

Food Network

Used the Open Video Player to create a compelling video player experience with full DART ad support. Content is updated on the fly using RSS feeds published through Stream OS. Embedded menu's provide an integrated way for audiences to view recipe cards without interrupting the user experience.



Fox News

The Open Video Player was a key reason that Fox News moved its live streaming traffic to Akamai. They leveraged the code base when re-launching their live video player in preparation for the 2008 presidential election. The Open Video Player based video app streams live news and special events using the Adobe Integrated Runtime (AIR) technology. Fox chose the player for its simplicity and compatibility with Adobe's AIR technology.



New York Magazine

Leveraged Open Video Player to launch the first Silverlight based interactive in-stream advertising campaign. The Open Video Player code base and reference implementation made integrating Eyewonder in-stream ads a breeze.



CTV

Canada's largest broadcaster and video publisher launched a completely new, high-definition video player in under 2 weeks using the Open Video Player for Silverlight. The HD Beta is powered by Akamai's AdaptiveEdge Streaming solution for seamless video delivery regardless of client bandwidth.



OPEN VIDEO PLAYER PARTNERS



"With the significant increase in online video and related advertising, there is now a critical need for standards to ease the adoption and deployment of these solutions. This initiative will help provide community-driven best practices around video player development to the global developer community for Adobe Flash technology, making it easier to deliver and monetize video content."

—Jennifer Taylor, Director of Product Management for Flash Creation and Distribution at Adobe

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