

# Akamai Launches Predictive Content Delivery Solutions to Allow Instant Video Start-Up On Mobile Devices

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## Predictive Content Delivery SDK and Akamai WatchNow Application Designed to Give New Capabilities to Content Providers, Online Video Platforms and Mobile Network Operators

**Barcelona, Mobile World Congress 2016, Feb. 22, 2016** - Akamai Technologies, Inc. (NASDAQ: AKAM), the global leader in content delivery network (CDN) services, today announced commercial availability of the Company's Predictive Content Delivery solutions. Intended to help solve the challenges of HD quality video distribution to mobile devices across all networks, the new solutions are designed to optimize secure content delivery and on-device caching to improve video quality and enable offline viewing on any device over any network.

The continued growth of mobile video consumption is driving both media companies and network operators to adopt a strategy to scale the delivery of video across cellular networks to mobile devices. However, the delivery of high quality and secure video to mobile devices represents some very unique challenges. For example, network performance can vary significantly depending on factors such as time of day, geographic location, obstructions and environmental interferences. Despite these factors, users expect videos to start instantly, play without buffering, and provide a highly satisfying, quality viewing experience regardless of device or location. In addition, subscribers expect content to be available even when not connected to any network.

"Mobile has become a critical screen for creating customer loyalty and satisfaction for online video, and Akamai's Predictive Content Delivery solutions are designed to give our customers a powerful set of tools to help them make the most of this growing phenomenon," said Lior Netzer, vice president and general manager, Emerging Mobile Business Unit, Akamai. "Sustained user adoption is predicated on delivering an exemplary viewer experience, independent of network conditions, device type, or content. That's exactly what the Predictive Content Delivery SDK and Akamai WatchNow Application are all about."

Akamai's Predictive Content Delivery (PCD) solutions were designed specifically to address the requirements of content providers, video platform providers and Mobile Network Operators (MNOs). Available in two configurations – an SDK that can be easily integrated into existing or new media apps, or the turnkey, white-labeled Akamai WatchNow application – both options enable the following key capabilities and benefits:

- The Pre-positioning or caching of new videos on the end-user device based on user preferences and viewing behavior makes searching for content easier and allows for offline viewing
- Scheduling delivery based on parameters such as on Wi-Fi networks only or during pre-defined non-peak hours alleviates the need for massive network infrastructure upgrades to cellular networks
- Improved video quality and a better user experience can help drive adoption, consumption, and brand awareness as well as support new revenue opportunities and
- Device management features that allow the user to define settings such as amount of device storage that can be utilized for caching give users control over individual user experiences and preferences

Saffron Digital, a leading global online video platform provider, has fully integrated the Predictive Content Delivery SDK into Saffron's overall platform solution. This allows clients to deliver richer content recommendations in HD, across EST, TVOD and SVOD services, independent of different network conditions.

"Saffron Digital is delighted to be partnering with Akamai on this market leading technology and coupled with Saffron Digital's MainStage platform we can continue to drive innovative multi-platform video services," stated Jason Keane, CEO of Saffron Digital. "Through our partnership we are extending the user interaction with content by predictively delivering personalized high quality experiences, independent of network conditions and device type."

In addition, Akamai is partnering with Verimatrix to provide a robust DRM solution for content delivered to the mobile device. The Verimatrix VCAS for Internet TV solution ensures secure HLS and DASH stream delivery for OTT services (including live and video-on-demand content) to all device categories.

"We are pleased to offer service providers a comprehensive way to navigate the complexity of rights management across the fast moving and increasingly diverse world of mobile devices," said Petr Peterka, CTO of Verimatrix. "The Akamai PCD solutions emphasize the flexibility and value of Verimatrix VCAS revenue security solutions to protect innovative, high-quality video services."

### About Akamai

As the global leader in Content Delivery Network (CDN) services, Akamai makes the Internet fast, reliable and secure for its customers. The company's advanced web performance, mobile performance, cloud security and media delivery solutions are revolutionizing how businesses optimize consumer, enterprise and entertainment experiences for any device, anywhere. To learn how Akamai solutions and its team of Internet experts are helping businesses move faster forward, please visit [www.akamai.com](http://www.akamai.com) or [blogs.akamai.com](http://blogs.akamai.com), and follow @Akamai on [Twitter](https://twitter.com/Akamai).

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### Verimatrix corporate logo guide

Questions?  
brand@verimatrix.com

#### LOGO COLORS:

The logo is made up of four main colors. The morse code icon is treated with a gradient of the Blue and Magenta values at a -45° angle from Blue in the upper left, to Magenta in the lower right. The Purple value is taken from the center area of the gradient itself.



NOTE: If gradient is recreated, the angle should be set at -45°.



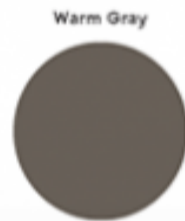
Blue



Purple



Magenta



Warm Gray



Light Gray

PRESS KIT

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