

Limelight Reach Live

Deliver live streaming video to a wide variety of mobile environments.

Broadcast concerts and sporting events. Stream 24/7 video programming. Deliver corporate events and training to users everywhere. With Limelight Reach Live, your media feed is accessible—in excellent quality—on iOS, Android, and other mobile platforms. So you can reach audiences wherever they happen to be, on whatever device they're using.

Video accounted for half of total mobile data usage for the first time in 2011 and will make up two thirds by 2015. Mobile video will more than double every year from 2010 to 2015.

– Cisco Virtual Networking Index

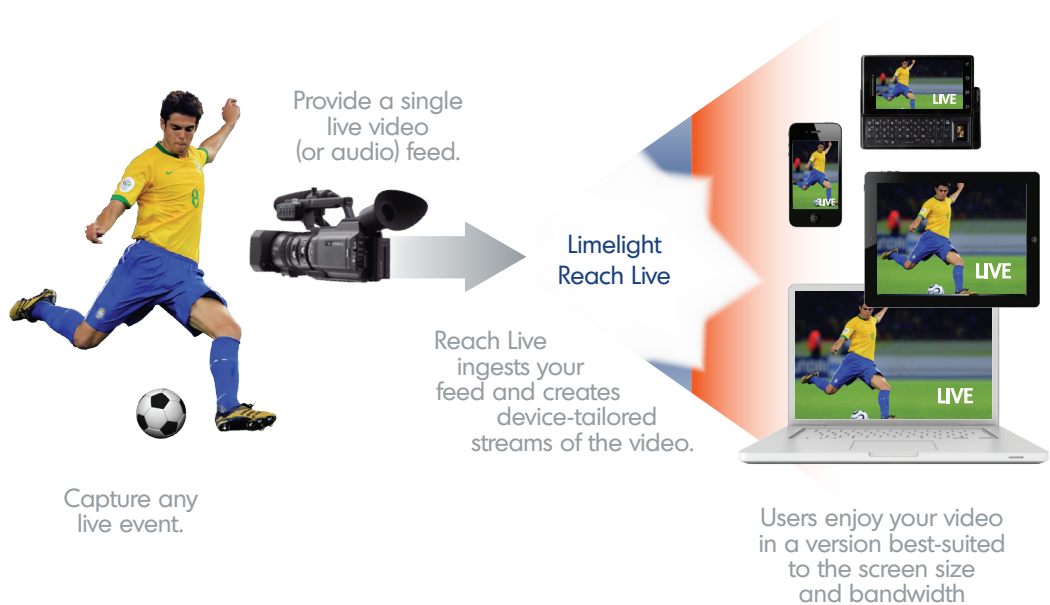
Benefits

- Reach the most popular mobile and connected devices with your video content
- Tailor a single media feed to the specific requirements of different devices
- Accommodate high traffic and large files via our robust infrastructure
- View video consumption metrics using integrating reporting and analytics

No more worries about the technical details of reaching a mobile audience—Reach Live integrates video transcoding and best-in-class streaming technologies in real time. It starts with your single input source and results in a viewing experience that's tailored to an ever-expanding array of handsets and IP-capable devices. You can even deliver live video alongside interactive content in mobile applications.

Your Reach Live deployment also builds in important advantages of the Limelight Networks infrastructure. This media-grade global computing platform provides fast and reliable delivery of your video content, even when viewership spikes beyond expectations. At the same time, your operations are supported by easy-to-access analytics about video consumption.

Every live video delivery scenario is unique. Choose Reach Live Standard for multiple-bitrate delivery to smartphones that support HLS or RSTP. Or choose Reach Live HD to add HD-quality bitrates and resolutions for tablets and other devices with larger screens. For mobile environments where variations in bitrate and resolution aren't significant, we also offer Reach Live Basic.



Three Levels of Reach Live

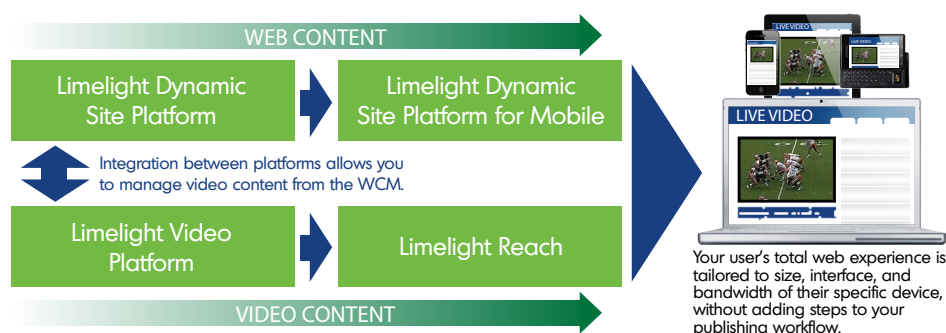
Choose the service package that's right for your operations.

Feature	Reach Live Basic	Reach Live Standard	Reach Live HD
Ingest a single input stream	Supported protocols: <ul style="list-style-type: none"> · RTMP via TCP · RTP/RTSP via RTP/UDP Supported codecs: <ul style="list-style-type: none"> · H.264 video · AAC audio 		
Deliver device-tailored streams	HLS or RTSP at ingest bitrate	HLS or RTSP at: <ul style="list-style-type: none"> · 700 Kbps · 300 Kbps · 120 Kbps · 64 Kbps (audio) 	HLS or RTSP at: <ul style="list-style-type: none"> · 1.8 Mbps · 1.1 Mbps · 700 Kbps · 300 Kbps · 120 Kbps · 64 Kbps (audio)
Understand video consumption	Included reports: <ul style="list-style-type: none"> · Total views per video stream · Maximum, minimum, average, and median duration of each stream actually viewed · Total number of concurrent viewers per stream, with the time and date of the maximum number of concurrent viewers during that period 		

Additional Services

Live streaming to mobile devices may only be a piece of your online operations. Limelight Networks offers media delivery services and content management platforms to meet your specific requirements.

Limelight Reach. This suite of mobility services removes the complexity of delivering rich-media experiences to mobile environments. Reach Video accelerates delivery of on-demand video using a Universal URL for streamlined access. Add the power of targeted dynamic advertising to your video delivery with Reach Ads, or deploy rich interactive-video ads within mobile apps with Reach Interactive.



Limelight Video Platform. Take control of your entire online video presence with this easy-to-use solution for managing, publishing, measuring, and monetizing video content on the web and on mobile devices.

Limelight Dynamic Site Platform. Manage every aspect of your website delivery with this end-to-end web content management (WCM) and hosting solution, a true software-as-a-service (SaaS) platform that integrates sophisticated controls and capabilities for reaching desktop and mobile users online.

Contact us today

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