Cloud computing services for streaming media

Empowered to innovate

Developers and operations leaders in direct to consumer (DTC) face unique cloud challenges. Viewership is unpredictable. Capacity planning and cost estimates are hard. Workloads are increasingly complex. And optimizing performance in a multicloud environment is never-ending.

With cloud computing services running on Akamai Connected Cloud, and our recognized leadership in streaming scale and performance, you can handle anything your viewership demands; reduce comparable egress costs; gain transparency into pricing; and build innovative, viewer-centric workloads at the edge of our vast network.

Akamai's cloud computing services

For streaming services, that translates into a cost-effective, reliable, and trusted platform on which developers can build, deploy, and secure applications and workloads everywhere your viewers connect online, no matter which device they use to stream.

The end result is low latency, increased speed to market, and better performance of your applications.

Our services come with low-cost, predictable pricing, and award-winning developer support, all backed by the enterprise-scale consulting, support, and service reliability that Akamai is known for.

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> G&L is using Akamai to extend our custom multicloud media stack with ease, reliability, and cost-efficiency, helping us to provide unbeatable value to our clients.
>
> **Alexander Leschinsky, CEO of G&L**
>
> *A systems integrator and managed service provider for streaming services*

Benefits

- Improved cacheability for lower egress cost
- Easier, more accurate budgeting
- Reduced latency and improved personalization for better monetization

Streaming use cases

Whether you're considering the benefits of Akamai's cloud computing services alone or in concert with a best-in-breed partner for different parts of your workflow, we can help.

- **Affordable transcoding and packaging for VOD and live**
  If high egress costs and unexpected invoice charges are an increasing concern, consider Akamai's cloud computing services. In concert with key workload partners, we offer you transparent, predictable, and affordable pricing. Moreover, we have deep expertise helping customers transition to MPEG-DASH and CMAF, further reducing complexity. Finally, our distributed architecture provides exceptionally low latency and performance for live streaming.

- **Better personalization**
  Viewer customization, whether for the EPG, recommendation system, or ad stitching, performs best on a highly distributed cloud platform. Our cloud computing services, in partnership with some of the best distributed database providers, offer resilience, replication, and high performance.

- **Simplified performance analytics**
  Measuring QoS and QoE shouldn't be hard or costly. Akamai knows where you find signal in your logs, so in collaboration with our partners, we reduce ingested data, delivering savings on both ingest and subsequent compute. In addition, our support of the Common Media Client Data (CMCD) standard means you can visualize your client-side KPIs and CDN logs in a single environment, driving confusion and cost out of measurement.

- **More satisfying interactivity**
  With Akamai's cloud computing services, you can build and deploy workloads faster, reduce egress costs, and give your users a better viewing experience.

Your developers can try our platform for free. Send them this link to register and receive cloud credits.