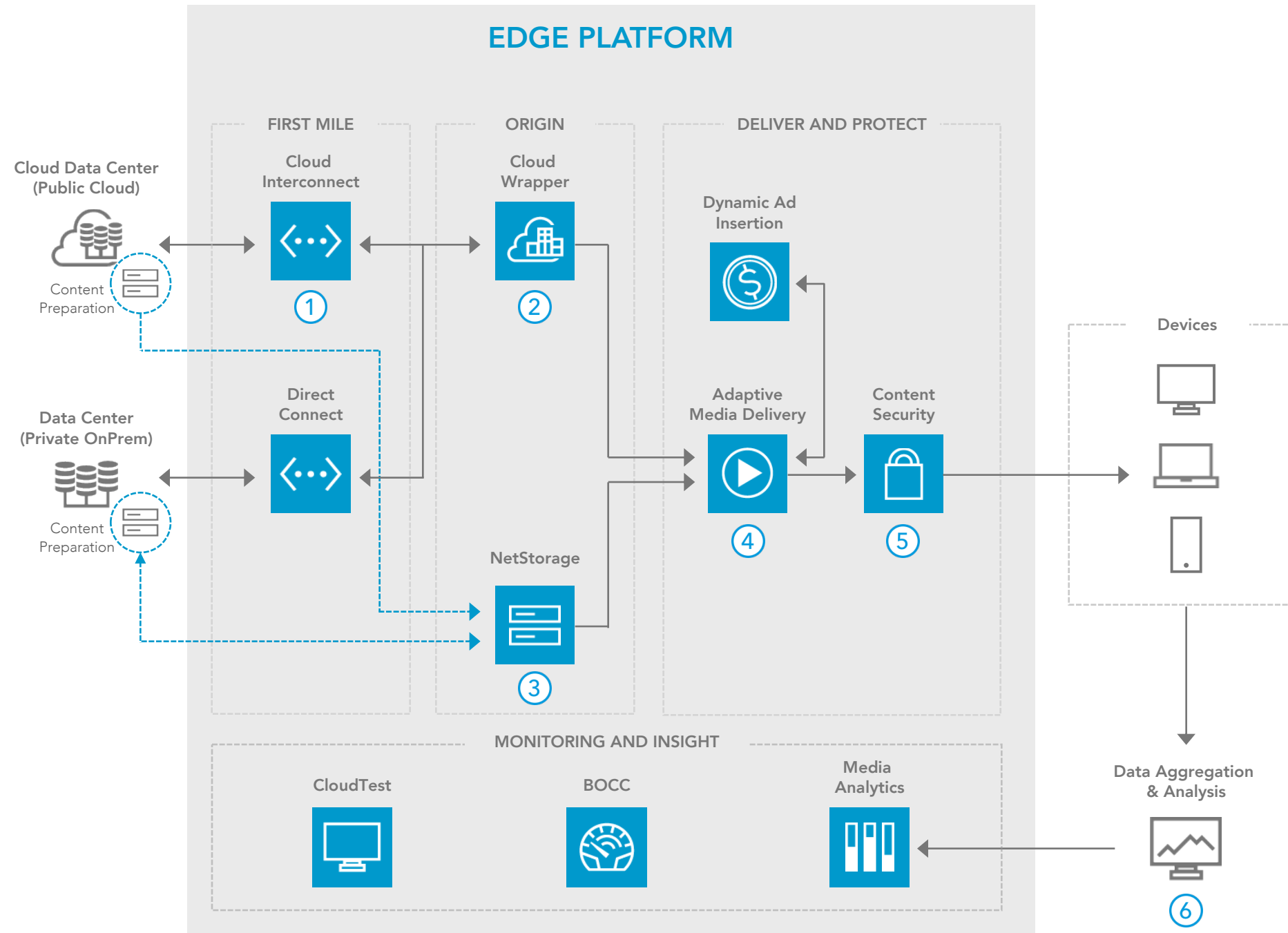


VoD STREAMING

Reference Architecture



OVERVIEW

There are many requirements for building a successful video on demand service that can compete in today's crowded marketplace. Akamai focuses on six must-haves when striving for the highest quality: a reliable first-mile connection, robust origin services, reliable and scalable delivery, and built-in content security, testing, and visibility to protect and monitor the best viewing experiences.

- 1 Access Akamai's first-mile for a highly reliable data transfer, a secure and economical entry point from a private or public cloud. Customers in search of added assurance will connect directly to Akamai.
- 2 Connect securely to cloud storage and compute platforms by pulling in content and caching it away from origin, dramatically improving origin offload, reducing egress costs, and minimizing infrastructure costs.
- 3 Store valuable content in a secure, cloud-based solution with automatic geo-replication for resiliency, scale, dynamic mapping, and flexible content management.
- 4 Ensure high-quality, scalable streaming regardless of location, device, or network. An origin-agnostic adaptive bitrate delivery is integrated with a dynamic ad insertion working with ad-decisioning providers.
- 5 Secure content, prevent theft, and protect access against piracy with features like tokenization, access revocation, encryption, watermarking, proxy detection, content targeting, and more.
- 6 Monitor the quality of video performance and viewer experiences for insights. Enhance proactive support for end-to-end workflows with a managed service. Implement analytics engines for scalable real-time load testing, and illustrate the relationship of performance and user engagement affecting your business using easy visualization.

KEY PRODUCTS

- Interconnect ► Cloud Interconnect / Direct Connect
- Origin Offload or Cloud Storage ► Cloud Wrapper and NetStorage
- Quality Online Experiences ► Adaptive Media Delivery
- Monetizing Content ► Dynamic Ad Insertion
- Guarding Against Piracy ► Content Security
- Visibility, Monitoring, and Alerting ► Media Analytics and BOCC
- Peak and Performance Testing ► CloudTest