

Level 3 CDN Services:

Media Streaming

Ensure your customers receive a consistently high-quality rich media experience with Level 3's Media Streaming Delivery services.

Whereas some competitive offerings mimic streaming with a download solution, Level 3's CDN supports true streaming. The caching and download service is already more than capable of enabling high quality download and progressive download of large media files.

Streaming however, enables users to click and start watching immediately both live and pre-recorded media - without the delay associated with a download, as well as navigate instantly to any point within the media. Its good news for providers too as it offers greater security for the content and you only pay to deliver what the user actually consumes.

Media Streaming allows you to stream your web content from Level 3's global network of streaming servers, and capitalise on all the benefits of the Level 3 network and proven CDN technology.

"The Level 3 network was conceived and built for the inflection point we're seeing in the market today – the definitive move toward delivery of high-definition, high-quality video via the Internet."

Brady Rafuse, President, Level 3 Content Markets Group

With the amount of media available online increasing exponentially, the ongoing surge in home broadband internet adoption and the resulting strains on both "last mile" networks and network peering points, the key is to ensure that a high-quality connection exists between content sources and the consumer.

Level 3's CDN Streaming nodes are connected by owned private fibre optic network which allows streamed content to be distributed across the CDN both quickly and reliably. When this is combined with direct peering arrangements with a majority of major ISPs, streamed content can pass to end-users avoiding the Public Internet completely.

Whether you are broadcasting an event in High Definition (HD) for millions, or managing explosive growth in user-generated video, the Level 3 network can handle it.

"Streaming video is a sequence of moving images that are sent in compressed form over the Internet and displayed by the viewer as they arrive. Streaming media is streaming video with sound. With streaming video or streaming media, a Web user does not have to wait to download a large file before seeing the video or hearing the sound. Instead, the media is sent in a continuous stream and is played as it arrives."

www.techtarget.com

Level 3 offers both Streaming and Storage services for a comprehensive global content delivery network. By combining industry-leading connectivity, increased deployed capacity, and technological capability, Level 3 enables content owners to stream rich media to millions of users worldwide in multiple formats, utilising varied streaming rates. This service also reduces the need for the content owner to build their own infrastructure.

- Handle HD content, flash crowds and peak loads effortlessly
- Increase download speeds and quality as your content is instantly available at the edge of the Internet, optimally cached at the "doorstep" of your customers' ISP networks

Delivery Models

Level 3 Media Streaming supports both On Demand and Live services. Each of these uses the Level 3 Content Delivery Network (CDN) but requires a slightly different approach:

On Demand Streaming: Playback of Pre-recorded content in either standard definition (SD) or high definition (HD) - for example, movies. Content is securely sent to the Level 3 CDN ingest point(s), is made available to the Streaming platform and is delivered to end users. In the case of On Demand Streaming, customers may elect to store their pre-recorded media files at multiple locations on the Level 3 CDN (see Net Storage services).

Live Streaming: Playback of live content in real-time in either standard definition (SD) or high definition (HD) for example, sports events and radio shows. Level 3 pulls content from customer encoder and content is streamed simultaneously to the streaming nodes of the CDN and onwards to end users.

As with Cache and Download services, DNS and Patented Footprint® content routing technology intelligently establishes the location of your end customer, and selects the optimal streaming node to serve that customer based on the network conditions existing between the Level 3 network and the customer.

Media Streaming gives your rich media distribution operation a reliable and consistent high quality distribution network, along with powerful content management and reporting tools allowing you to maintain complete control over your content.

Supported Formats

Supported streaming media formats for both live and on-demand viewing include:



Add-on Features:

- Origin Storage
- High Definition (HD)
- Token Authentication
- Geo-targeting
- Session Limiting
- Online Management
- Encoding and Publication
- Monetisation Services

Contact us today to talk about meeting and exceeding your expectations of what the Internet can offer: Achieve Internet Outperformance.

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