

## Level 3 Streaming Service

Online media distribution is booming. Sports broadcasters, movie studios, television networks, user-generated content sites and others are delivering more video over the Internet. Users have access to higher broadband connections and demand online video delivered smoothly and quickly. The challenge: streaming media requires a high-quality connection between content sources and the consumer.

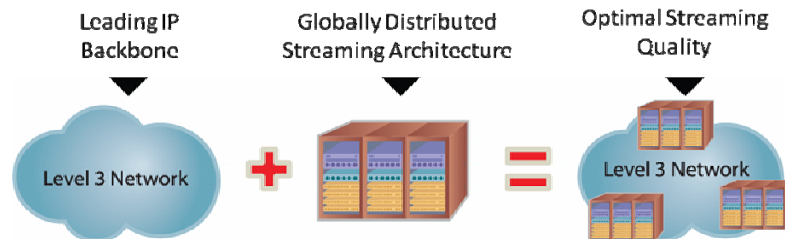
Level 3<sup>®</sup> Content Delivery Network (CDN) services are built for video delivery. We have an advanced architecture that:

- > Operates on the Level 3 Internet backbone, one of the world's largest IP networks
- > Strategically places CDN nodes to help ensure the fewest average hops to any IP address in the world
- > Connects directly to 75 percent of U.S. broadband users
- > Runs on the foundational technology patented by Level 3 to provide the shortest, best route to content requestors
- > Allows for scalable capacity across the entire portfolio of Level 3 CDN services, which are optimized for delivery of large video files.

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

### A NEW PATH FOR STREAMING

The Level 3<sup>®</sup> Streaming service allows content providers to stream rich media and content from a global network of streaming servers. This service reduces the need for infrastructure and allows content providers to efficiently reach millions of users around the globe. The powerful combination of Level 3's robust streaming platform in conjunction with an industry-leading IP backbone makes it possible for you to provide your customers with an optimal video experience.



### THE COMPLETE SOLUTION

Level 3 supports leading streaming media formats, including Adobe Flash<sup>®</sup>, Microsoft<sup>®</sup> Windows Media<sup>®</sup>, Apple<sup>®</sup> QuickTime<sup>®</sup>, RealNetworks<sup>®</sup> RealPlayer<sup>™</sup> and Move Networks technologies. Level 3 provides you with control over your content through token-based authentication services and content-management tools. For reporting, Level 3 includes a comprehensive suite of online tools, including historical reporting and the ability to analyze data from multiple perspectives via a data cube.

Level 3 provides content storage capabilities through Level 3<sup>®</sup> Storage service. Through this service, your content is automatically copied and stored in multiple locations across North America and Europe. This not only provides storage availability of over 99.999% but also optimizes your content globally. Content storage is directly attached to dedicated serving clusters and to the Level 3 Network through 10 GigE connections.



## HIGH-DEFINITION STREAMING

For delivery of HD content over the Internet, there's no better choice than Level 3. Level 3's relationship with Move Media Services enables us to integrate the power of the Level 3 Network with Move's leading HD streaming technology. This combination allows you to deliver high-quality HD content cost-effectively. By combining Level 3 CDN and Level 3<sup>®</sup> Vyvx broadcast backhaul services with Move Media Services, Level 3 can offer live HD event management services. Level 3 is the only option for a true simulcast SD or HD broadcast (though Vyvx broadcast backhaul services) and the only provider to allow broadcasters and sports leagues to take a signal directly from the camera and deliver HD over the Internet to mass audiences.

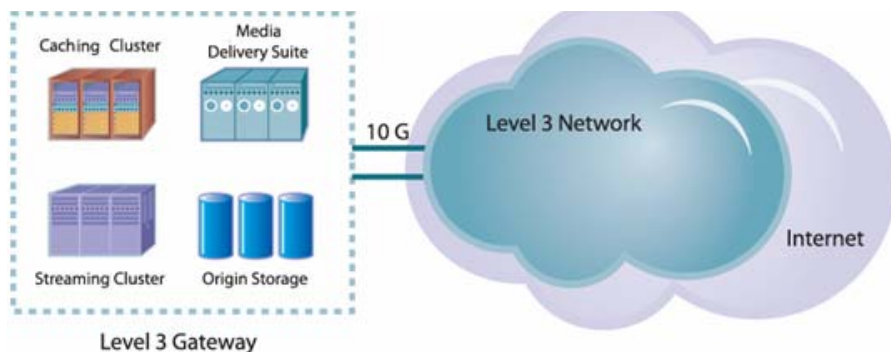
### Streaming Delivery Options

- > **Live Event:** Streaming for a single live event with true HD options and event-management service
- > **Live Event Series:** Streaming for a series of live events with multiple days or sessions with true HD options and event-management service
- > **Always Live:** Continuous streaming of an ongoing broadcast
- > **On-Demand :** Pre-recorded content, streamed and available online any time

### Benefits

- > **Security and Control:** Token-based authentication and content management tools
- > **Scalability:** Handle HD content, flash crowds and peak loads effortlessly
- > **Performance:** Increase download speeds and quality as your content is instantly available at the edge of the Internet
- > **Reliability:** Deliver high-quality video consistently
- > **Support:** Around-the-clock customer support and online reporting
- > **Savings:** The cost-efficiencies of the Level 3 Network are passed on to you

### Level 3 Content Delivery Network Architecture



### WHY LEVEL 3?

Level 3 is more than a proven carrier; we are a technology company focused on providing you with the best path to connect your content to your customers. Level 3 has a broad service portfolio coupled with extensive network reach. Additionally, the company has strong network performance and invests continually in network scale. This unique combination of assets, engineering innovation and portfolio allows Level 3 to offer you a cost-effective solution.

Level 3 is the provider of choice to many of the world's most sophisticated communications customers. Major television networks, top advertising agencies, 8 of the top 10 most visited Web sites, top movie studios, and the biggest social networking sites all trust Level 3 with their content needs.