

Level 3 Content Delivery Portfolio

Level 3 Communications is the choice for companies who need to deliver content. Whether you're providing software downloads, gaming services, advertising insertions, user-generated content, scaling Web sites to handle flash crowds or broadcasting live events, our comprehensive portfolio of services supports early-stage companies to established brands. We have a flexible platform of services, including CDN services, traditional video distribution via fiber in SD and HD formats, Internet access services, and data services. These services provide you with the capability to move content with a complete network of distribution solutions.

CAPACITY ON DEMAND

The Level 3[®] Content Delivery Network (CDN) service proactively scales edge server resources to help meet the usage demands that customers place on your Web operations in real-time. This flexible capacity model is designed to enable greater cost-efficiency in operation, to help reduce the overall costs of managing your Web site, and to improve site performance. You can provide your end users with the high-quality Web experience they need, which can result in customer loyalty, lower operational costs and enhanced brand equity.

The Level 3 CDN service is powered by patented Footprint[®] content delivery technology and extensive capabilities developed through deploying and operating the world's first content delivery network. Our CDN services leverage both the Level 3 IP transport network and our global peering relationships to distribute Web content easily, rapidly and reliably to end users from an international network of servers located at the edge of the Internet.

THE COMPLETE SOLUTION

Our patented technology uses geographically dispersed servers to direct content requests to the optimal location on the network. This means your content is delivered quickly and consistently, regardless of intense traffic loads or network congestion. In addition, content moved using the Level 3 CDN service is distributed faster than content delivered from the origin server, to give end users an improved Web site experience.



LEVEL 3 CDN SERVICES ARE THE RIGHT CHOICE

- > Distributing rich media, movies or music files
- > Software downloading, auto updates and patches
- > Progressive downloads
- > Gaming software downloads
- > Retail transactions
- > Banner ad delivery
- > Live events

MULTIPLE DELIVERY OPTIONS – LEVEL 3® CACHING AND DOWNLOAD AND LEVEL 3® STREAMING SERVICES

- > **Object Delivery:** The most commonly used method to deliver content, such as patches, file downloads and multimedia content to large audiences.
- > **Total Site Delivery:** A comprehensive suite of services that can be easily configured to serve all resources, such as images, ActiveX components, and Flash content for a specific domain name, whether static or dynamic.
- > **Secure Delivery:** Several solutions for HTTPS content delivery are available based on the level of SSL integration required. Customers can opt for full integration with the use of a custom SSL certificate or a more economical shared certificate for HTTPS security.
- > **Leading Streaming Media Formats Supported:** Microsoft® Windows Media®, Adobe Flash®, Move Networks, RealNetworks® RealPlayer™ and Apple® QuickTime® technologies.
- > **Streaming Delivery Options:** Able to support live events and on-demand content in a secure environment.
- > **Reporting:** Usage tracking and reporting available via portal access, access to log files, and advanced reporting and analysis functionality provided via a data cube.

In addition to content delivery, the Level 3 CDN service includes global traffic management, load balancing services and storage services. Combined with content delivery, these solution components allow customers to leverage network scalability, international footprint and superior quality when using the Internet to meet business objectives.

LEVEL 3® INTELLIGENT TRAFFIC MANAGEMENT SERVICE

The Level 3 Intelligent Traffic Management (ITM) service is a powerful Web-based service that enables customers to direct wide-area traffic to IP-based applications and Web sites transparently, for optimal performance and availability. The service seamlessly interfaces with your existing local and global load-balancing solutions, allowing you to reduce the cost of deploying, operating and maintaining Internet traffic management components like Domain Name Systems.

- > **Automatic Failover:** the ITM service detects when your servers are below optimal performance levels and nearly instantly redirects end-user requests to the best-performing servers in the appropriate geographic location.
- > **Global Traffic Management:** the ITM service enables you to specify the percentage of traffic to be directed to each of your servers anywhere on the globe. And you can direct traffic to the Level 3 CDN as one of the server options.
- > **Geographic Intelligence:** our ITM service permits you to coordinate the direction and management of traffic based on geographic locations of end users. By populating servers closest to your customers, you'll reduce response times and increase the performance of your Web site.

WHY LEVEL 3?

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

Level 3 is the provider of choice to many of the world's most sophisticated communications customers, including 19 of the world's top 20 telecom companies, 9 of the 10 largest telecom carriers in Europe, 9 of the top 10 U.S. Internet Service Providers (ISPs), top U.S. cable companies, 4 of the top 5 telecom companies in Asia, and the top 5 U.S. Wireless Service Providers. Contact the experts at Level 3 to design your specific Content Delivery solution.