

## Level 3<sup>®</sup> Media Delivery

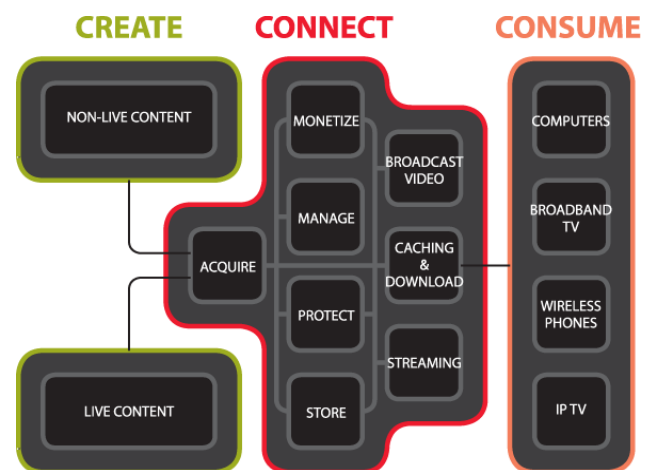
As household broadband penetration increases, more consumers look to online content as their primary source of news and entertainment. Content owners have seen an explosion of online distribution channels and today have many options to reach their customers. At that same time, opportunity is growing for online content distribution to become a major revenue source for many broadcasters, advertisers, sports teams and leagues, and other content owners. The Level 3 Media Delivery services enable content owners to manage, protect, and monetize their content. The services may be used in conjunction with other Level 3 Content services to address needs ranging from content acquisition to delivery.

Our Media Delivery services are designed to support the end-to-end value chain for video acquisition, content management, protection, monetization and delivery. As with Level 3's other Content services, the Media Delivery services leverage Level 3's advanced network architecture and IP platform: one of the world's largest IP networks.

### Manage, Protect and Monetize Content

Level 3 enables you to distribute content from a global network of streaming and caching servers. Video content can be ingested as video at one of hundreds of Level 3 facilities, or as file-based uploads via the Internet.

If you seek a tightly integrated solution for your online content properties, our services provide a content management and subscriber management environment that is integrated into the underlying content delivery network (CDN). The services can give you a means to support subscriber-based, paid access to premium content. Level 3 can equip you to manage content presentation, subscriber transactions, content delivery and comprehensive reporting in a single package.



## Media Delivery Features and Benefits

We support both live and on-demand content and provide:

### FEATURES

- **Content Management:** a content management environment for the ingest, organization, presentation and publishing of content into your web property
- **Content Protection:** tools include user authorization and authentication, session management, token-based URL authentication, geo-blocking and geo-targeting based on end-user location, and integrated digital rights management (DRM) support
- **Content Monetization:** support for subscription-based and pay-per-view services, including payment transaction processing, services requiring user authentication against external subscriber databases, publisher-served advertising support and integration with third-party ad servers
- **Content Delivery:** support for delivery of published content via Level 3<sup>®</sup> Caching and Download and Level 3<sup>®</sup> Streaming platforms
- **Reporting:** comprehensive reporting on content consumption patterns and a CRM reporting toolset to manage and monitor monetization

### BENEFITS

- Assembling an end-to-end content publishing, monetization and delivery platform can be a complex challenge; Level 3 can provide an integrated solution from day one.
- A single supplier helps you avoid difficulties in interoperability, fault finding, management of multiple vendors and reporting inconsistencies.
- As online content delivery changes, customer sites need the flexibility to evolve. We provide a robust framework to allow your sites to evolve and mature over time.
- Level 3 can offer extensive experience in integrating with customer and third-party databases, such as for subscriber authorization and data feeds (e.g. electronic program guides).
- Supporting a number of premium online TV experiences today, Level 3 offers a robust solution for broadcasters looking to develop their Internet TV properties.

## Why Level 3?

Level 3 is focused on providing customers around the world with the best path to connect their content to customers. As a leader in global networking, Level 3 has a broad service portfolio and a history of delivering the performance and quality that our customers expect. The unique combination of assets, engineering innovation, continued investment in scale and strong portfolio allows Level 3 to deliver a scalable and robust content delivery solution for our customers.

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 many of the biggest social networking sites all trust Level 3 with their business.

For more information, contact us at: 1.877.2LEVEL3, email us at: [info@level3.com](mailto:info@level3.com), or visit: [www.level3.com](http://www.level3.com).