

# Akamai HD for iPhone® and iPad®

## Live and On Demand Streaming

With the popularity of the iPhone and iPad, content publishers have an extraordinary opportunity to leverage the high quality and interactive nature of these devices to reach greater audiences for both live and on demand video content.

Successfully simulcasting live sports, news and events to mobile devices requires special considerations around scalability and performance of the content preparation and delivery mechanism. According to the Cisco Visual Networking Index Global Mobile Data Forecast 2010 - 2015, 30% of global Internet video users are consuming some form of live video content online. By 2014, live video streaming is expected to account for over 8% of total consumer Internet traffic. Growing global audiences expect high quality playback experiences and advanced viewing features, such as DVR. Having a scalable streaming solution for the iPhone and iPad that can handle broadcast audience scale, while delivering key end user functionality, is a critical challenge faced by many content providers.

The growing availability of premium on-demand content from services like iTunes®, along with consumers' quality expectations, is one of the factors that is expected to drive long form HD video to represent 74% of all video traffic on the internet in 2014. Today streaming on-demand video to the iPhone or iPad requires video to be packaged and segmented to the HLS format. This can create a challenge for many content providers by adding workflow complexity even for moderately-sized video libraries.

**Akamai HD for iPhone and iPad has been designed to address these challenges by:**

- Simplifying on-demand streaming workflow with "in the network" packaging and segmenting
- Enabling a TV-like experience through adaptive streaming and DVR for live video.
- Raising the bar on scale, performance, and reliability with a massively distributed HTTP streaming network for live and on demand video

## Key features

### "In the network" packaging and segmenting for on demand streaming

A unique feature of the Akamai HD Network, "in the network" packaging and segmenting simplifies the on demand streaming workflow for iPhone and iPad by intelligently repackaging your source H.264 profile video and converting to HLS output. This negates any need to repackage on demand video at your origin, so you do not make any changes to your existing workflow to stream content to the iPhone or iPad.

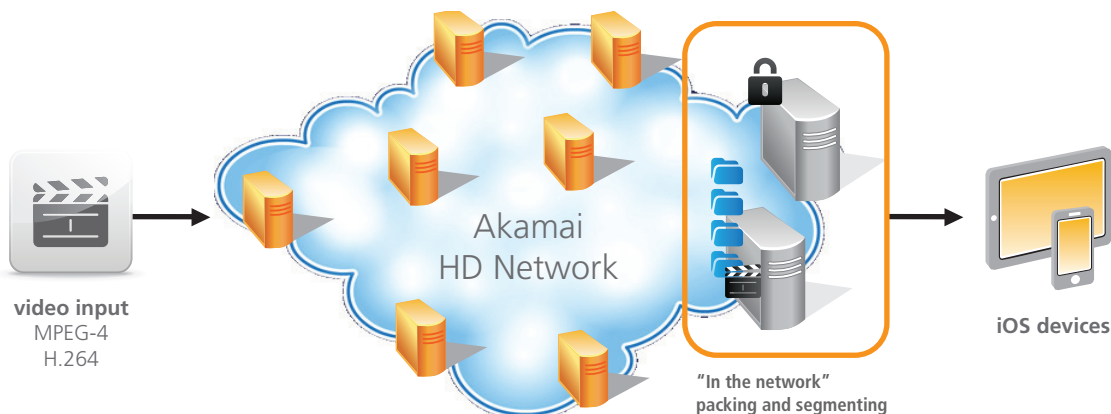


Figure 1. – "in the network" packaging & segmenting

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at <http://iphone.akamai.com/>

**VISIT THE IPAD VIDEO SHOWCASE**

at <http://ipad.akamai.com/>



**DVR for Live**

DVR brings a whole new level of interactivity to the consumer experience by offering the consumer the ability to pause, rewind, and restart a live video stream at their discretion from their iPhone or iPad.

**Adaptive Streaming for Live**

Advanced heuristics intelligently adjust the quality of a live video stream based on the changing network conditions to ensure an uninterrupted playback experience.

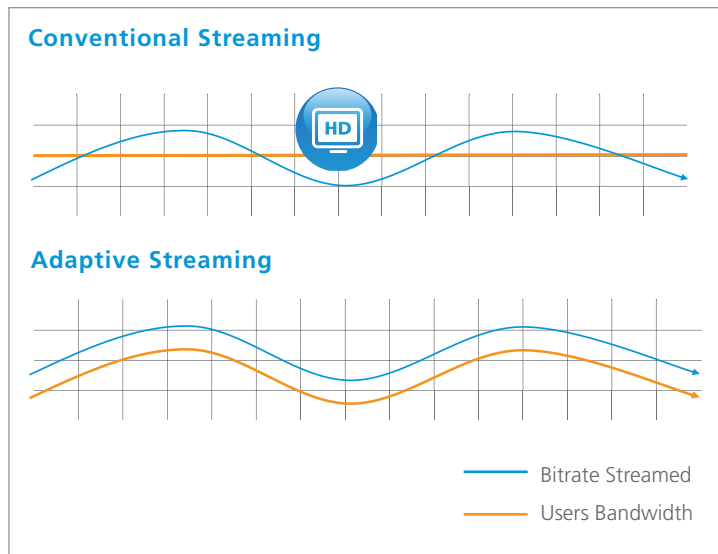


Figure 2. – Adaptive streaming graphic

**Massively scalable network**

Leveraging Akamai's HD Network, Akamai HD for iPhone and iPad is designed to support broadcast scale audiences and handle traffic peaks with ease. By delivering content from servers that are close to end users, Akamai HD for iPhone and iPad avoids traditional Internet congestion and latency issues. This translates into fast start up times and the ability to deliver higher bitrate content, whether over wifi or 3G/4G connections.

**Content Protection**

Akamai SecureHD is an available add-on module that offers a set of security mechanisms that can be used, independently or together, to provide protection for your video while allowing legitimate users to enjoy a smooth and stunning viewing experience. These mechanisms include:

- **HD Media Encryption** – Delivers the encrypted content to player runtime
- **HD Token Authorization** – Authorizes the end user and prevents Link Sharing and Player Hijacking
- **Content Targeting** – Enforces access in specific geographic regions (GEOs) and prevents GEO access violations

## The Akamai Difference

Akamai® makes the Internet work for some of the best-known companies in the world with its solutions for cloud computing, eCommerce, Web sites, HD video and software-as-a-service. Delivering unmatched performance, scale and security, Akamai's solutions are built on the Akamai Intelligent Internet Platform™, unique in the industry due to its rich functionality and intelligence and because it is globally distributed across 650 cities, in 72 countries and integrated into about 1,000 of the Internet's most important networks. To learn more visit [www.akamai.com](http://www.akamai.com) or follow us on Twitter @akamai.

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