

Video CDN

Internap® Video Content Delivery Network (CDN) is ideal for the delivery of high-quality video and intelligent streaming. It is no longer about producing an Internet-ready video file and serving it up on a CDN as-is. It goes beyond latency, packet loss and the bare-bones delivery of bits. It's all about the viewing experience – Video Quality You Can See™.

Set and Forget

Internap Video CDN optimizes your video files for content and network. With our “set and forget” capabilities, such as integrated, rules-based transcoding and continuous bitrate adjustment, we eliminate the need for you to customize your content for individual platforms.

- **Integrated, Rules-Based Transcoding** – automatically converts video content into the most popular internet formats, allowing video to reach a broad audience without additional management and development costs.
- **Adaptive Bitrate** – continuous bitrate adjustment dynamically adapts video streams based on the capabilities and bandwidth of the network, ultimately ensuring that the best quality video is delivered to a particular device.

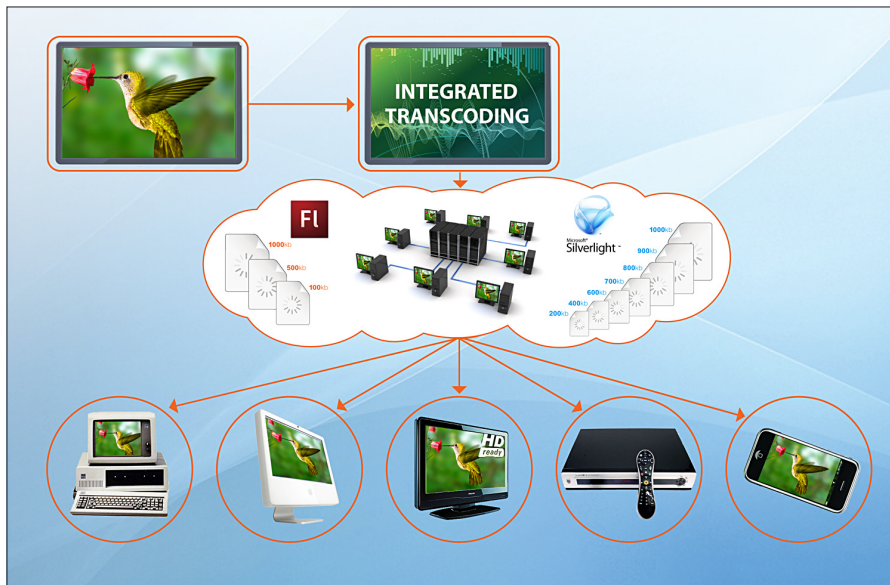


Figure: Intelligent Streaming for Your High-Quality Video

When combined with Internap’s Performance IP™ service – which ensures optimal video delivery across the Internet – you receive an end-to-end, high-performance intelligent video streaming solution that simplifies and automates content creation, management and delivery to a wide range of devices on any network.

Features

- Only route-optimized Content Delivery Network
- Automatically converts video content into ideal formats for a wide range of devices
- Dynamically adapts video streams based on capabilities and bandwidth of the network
- On-demand and live streaming services
- Flexible bandwidth and storage based on client needs
- Built-in load balancing and fail over to scale media delivery despite the heaviest traffic loads

Benefits

- Users experience faster, more reliable, content delivery that is not constrained by carrier bandwidth limitations
- Simplified transcoding workflow
- Optimal end-user viewing experience
- Increased revenue opportunities enabled by a stable customer Internet experience
- Capacity-on-demand to handle large events and unanticipated traffic spikes
- Reduces redundant traffic by storing and delivering frequently accessed content from access points closest to the end-users geographic location



Intelligent Streaming

Not only does Internap deliver better video performance, but we deliver it more consistently. By leveraging our patented route-control technology, Managed Intelligent Route Optimizer™ (MIRO), into our CDN at the network level, we continuously track and analyze data collected from more than 200,000 destination prefixes and up to 11 Internet backbones. This enables us to intelligently navigate your content around network congestion, poorly performing links and disabled providers and continuously adjust the routes that your video content uses to reach your end-users. Our technology considers path characteristics like latency, packet loss, route stability and congestion when making routing decisions. Decisions are made dynamically and automatically to account for network performance changes, without the need for manual intervention.

Additionally, Internap offers a Service Level Agreement (SLA) that provides 100 percent uptime performance for our Video CDN services, enabling you and your customers to quickly and securely stream live events and high-quality video content to audiences across the globe.

Global Reach

Featuring geographic diversity with data centers and Points of Presence (POPs) strategically placed around the globe, our Video CDN directs end-users to the most appropriate POP for streaming or downloading content based on capacity, availability, distance and performance. This improves stream delivery performance at the source by avoiding overload at any one location.

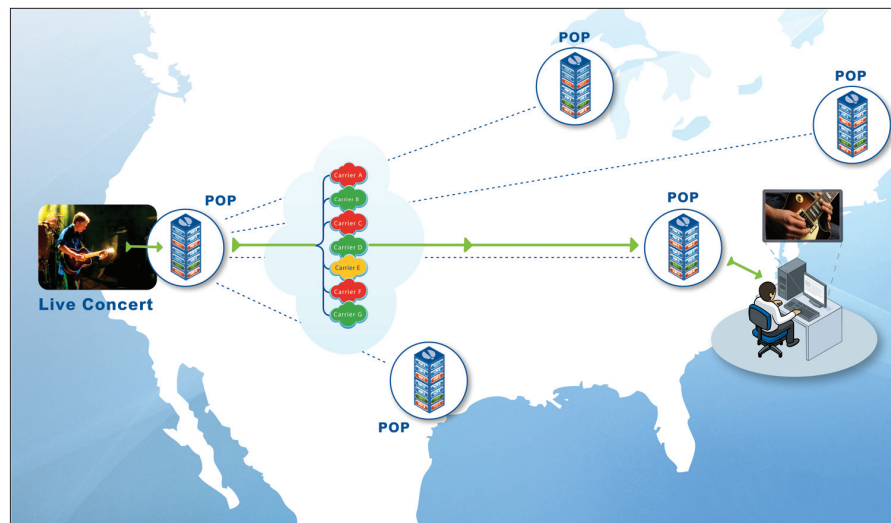


Figure: The Industry's Only Route-Optimized CDN

Internap's Video CDN provides a fully-integrated solution for video streaming – with the Adobe® Flash® platform, Microsoft Silverlight™ and iPhone formats – that allows organizations to focus exclusively on content creation by simplifying and streamlining the workflow for uploading, transcoding, management and reporting.

Set & Forget Functionality

- User-friendly, customizable GUIs
- Automated processes
- Integrated functionality
- Integrated reporting and analytics



Intelligent Video Streaming

Video stream adapted dynamically and intelligently by the system to address:

- Bandwidth capabilities
- Network impairments
- Common device formats



Intelligent Reporting and Analytics

MediaConsole® 5.0 provides an integrated toolset for securely uploading, managing and delivering all of your media formats including Adobe Flash®, Microsoft® Windows Media® and Microsoft Silverlight™ through the use of a single, easy-to-navigate system.

Our reporting provides intelligent tools turning raw data into actionable information. And with our “set and forget” feature, you can refine your video campaign through comprehensive statistics for individual video streams delivered, audience geographics, and audience viewing habits by file, directory or custom segmentation, among other capabilities. You can add and delete content at your convenience, change policies for delivery and collect data that is critical to better understanding your audience.

The reports are available directly from MediaConsole and can be scheduled for delivery. The MediaConsole Reporting Dashboard provides live snapshots of current activity of your rich media account including:

- Comprehensive statistics for individual streams delivered
- Audience viewing habits, by file, directory or custom package
- Audience geographic information
- Unique viewers
- URL referral tracking
- Data transfer
- Top ten accessed files
- Packages and directories

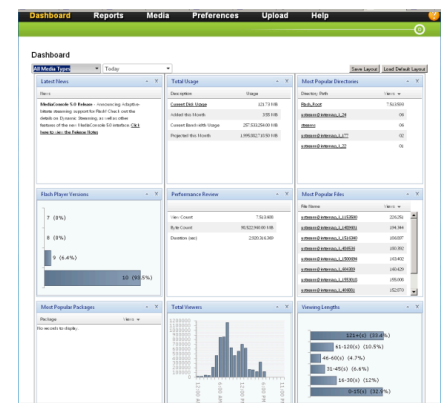
MediaConsole is also built with an open Application Programming Interface (API) that enables you to manage and distribute DRM, e-commerce, Pay-Per-View, Video-on-Demand (VOD), live events and subscription models using any proprietary software and tools.

Proactive Support

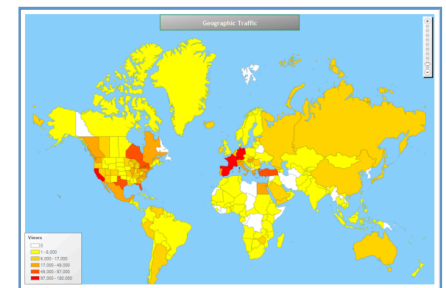
Internap provides unsurpassed 24/7 customer support. With a world-class support model, we offer a single point of accountability. Our fully-staffed, in-house certified network engineers in our dual redundant Network Operations Centers (NOCs) will answer your call, and typically are the ones who solve your problem. Our proactive engineers have the expertise in CDN as well as visibility into all of the major Internet backbones to understand and resolve issues quickly and effectively.

Content Management and Video Management at Your Fingertips

Customizable Widgets and Drill-Down Details



Audience Geographical Information



Detailed Use Analysis

Reports

Run Report Report

Refresh Reports (click to expand)

Report Type: File | Date Range: Last Month | Refreshers Type: [All] | Auth Type: [All] | Display: Summary | Chart: None | Generate

Monthly File data for Sep 2009

File	Size	Views	Bandwidth (KB)	Duration (Sec)	Avg Duration (Sec)
internapinternap_1_120111	1,443,318	26,402,067	180,761,978	438.8	438.8
internapinternap_1_120023	1,273,300	6,994,796.8	324,205,815	261.9	261.9
internapinternap_1_730051	1,218,250	7,917,852.3	319,886,856	262.6	262.6
internapinternap_1_100226	1,142,863	11,514,044.7	568,156,966	498.8	498.8
internapinternap_1_1051063	1,029,894	5,881,407.0	280,202,584	252.8	252.8
internapinternap_1_120121	976,253	8,921,610.8	476,794,106	303.0	303.0
internapinternap_1_120502	891,663	11,241,762.8	594,676,979	386.6	386.6
internapinternap_1_140249	874,130	11,233,654.6	347,748,828	301.8	301.8

