

Level 3[®] Video On Demand

Level 3 is pleased to announce the availability of Video on Demand services through its Master Reseller, TriMM.

TriMM
interactive media

Broadcast-Quality Video Anytime, Anywhere

The reach of your media has broken free of the living room. Significant audiences can be found in offices, grocery stores, bars, restaurants, shopping malls and anywhere people can access the Internet. Online video on demand isn't just here to stay – it's here to grow. With our experience in traditional broadcast media and our pioneering innovations in the development of online content delivery, we offer the perfect combination of capability and expertise. Let the Level 3 Video on Demand service help you reach new audiences and tap new revenue streams online.

Our Network Was Made to Deliver Online Video

Developing your own network infrastructure can quickly become a liability as bandwidth requirements soar and technologies change. That's why Level 3 has built a solution that keeps you on the cutting edge. The Level 3[®] Network was designed to effortlessly deliver TV-quality video to an online audience. We can handle the largest files, above and beyond the industry's highest standard of HD video.

High-Quality Video for Media Companies and Enterprise Businesses

Level 3 Video on Demand makes it easy and cost-effective for any company to deliver quality content to an online audience.

How The Level 3 Video On Demand Service Works

- End user requests an on-demand streaming asset. End users are directed to the closest edge region on the Level 3 Network.
- The edge server determines if it has the content; if it does, it will immediately stream the content.
- If the Level 3 edge server does not have the asset requested, the server will fetch the content from either your web server or the Level 3SM Origin Storage network.

Ideal for Media Companies:

- ■ Advanced analytics and reporting tools are provided at no extra cost. Use them to see exactly how, when, where and by whom your videos are being watched.
- ■ Powerful security features give you control over your content, making our Video on Demand service perfect for pay-per-view and subscription services.

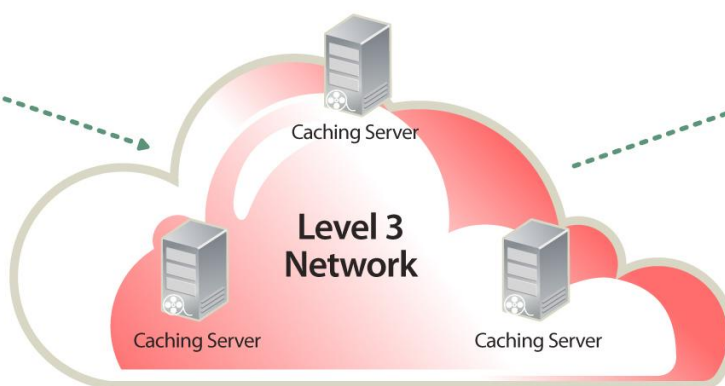
Perfect for Enterprise Businesses:

- ■ Our Video on Demand service is a reliable and cost-effective way to give employees and customers anytime access to training, instructional videos and promotional content.
- ■ With real-time delivery, employees across offices and business locations can have access to important video messages at the same time.

Level 3 Origin Storage



1. The encoded media is stored on your own web servers or the Level 3™ Origin Storage network.



End User PC



3. When a viewer clicks to watch the video or media, it is automatically streamed from the closest, most optimal caching server on our global network.

2. Your preexisting media is transferred to caching servers on the edge of our network where it can be streamed to viewers. In the case of Flash media, we are able to support either push or pull models.

Level 3 Gives Your Audience Quality on Demand

By harnessing next-generation streaming technology and the expansive reach and scalability of our network, the Level 3 Video On Demand offering can give you these benefits:

- ■ **Capacity You Need Today and Tomorrow** – Online viewership patterns result in wild traffic spikes called flash crowds, which can overwhelm a network. Additionally, the online audience is rapidly growing, resulting in an ever-increasing need for bandwidth. With the industry's first global Tier 1 network, Level 3 ensures you'll have the capacity you need to deliver the quality content your audience demands.
- ■ **High Quality for Your Audience** – On-demand streaming is very sensitive to slowdowns caused by inferior network delivery. Our network extends to the very edge of the Internet. That means fewer network hops, fewer bottlenecks and smooth, fast-streaming content.
- ■ **A Fast Return on Your Investments** – There's no need to develop your own infrastructure or take on massive overhead and royalty or licensing fees for content delivery formats. With Level 3, you can start using our vast bandwidth, worldwide connectivity and the latest security and control capabilities to help quickly monetize your content.
- ■ **A Worldwide Audience** – Caching locations are strategically placed around the world, and redundantly connected to our global network. This minimizes the distance your data travels, and increases the speed, quality and reliability of delivery. You get access to a nearly limitless market of international viewers. Your customers get instant access to high-quality content from servers positioned for optimal performance.
- ■ **Future-Proof Capability** – You'll never have to worry about having your on- demand streaming content tied to a particular format that could limit you and put you behind your competition in the future. We support all major content delivery formats. With Level 3, you'll be able to use different on-demand platforms and advanced features, creating the best mix of technologies to achieve your goals.

Next Generation Features

Our advanced network offers the latest state-of-the-art features to give you better content protection and control while simultaneously providing your audience with a better viewing experience.

- Adaptive Bit Rate Streaming solutions like Adobe® Flash® Media Server 3.5 or Microsoft® Smooth Streaming technologies automatically optimize the video quality to the viewer's bandwidth for the best possible experience every time.
- DVD-like control allows users to rewind and pause streaming content.
- Geo Intelligence gives you control of the times and places where your content is available to viewers.
- The Level 3 Video On Demand service protects your media from unauthorized viewing and distribution with features such as Streaming Token Authentication, Player Verification, Geo Blocking and Stream Encryption.

Get Quality and Value from Your Video on Demand Solution

The Level 3 Video On Demand solution combines the right mix of performance and value, providing you with a ready-to-use solution for delivering the highest-quality online media to your audience.

Contact TriMM

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