Adaptive Media Delivery

High-quality and secure streaming media delivery on the globally distributed Akamai Intelligent Edge Platform

Global online audiences demand instant, uninterrupted access to video on any device, anywhere. With numerous options for video consumption at their disposal, these audiences have no qualms about turning to other providers to get the high-quality experience they demand. Meanwhile, the challenges of online content delivery are growing relentlessly, making it increasingly difficult to deliver consistent high-quality experiences to growing audience sizes amid frequent spikes in demand.

Meeting Your Biggest Streaming Challenges

Working with a partner that can take concerns about reliability, scalability, and security out of the equation, especially when there are sudden spikes in global viewership, is a necessity. Any misstep can have a long-lasting effect on audience perceptions and brand reputation.

Akamai Adaptive Media Delivery

Akamai Adaptive Media Delivery is optimized for adaptive bitrate (ABR) streaming to provide a consistent, high-quality viewing experience across the broad variety of network types – fixed or mobile – at varying connection speeds. Built on the Akamai Intelligent Edge Platform, Adaptive Media Delivery provides superior scalability, reliability, availability, and reach.

The solution securely delivers prepared, pre-segmented, HTTP-based live and on-demand streaming media, including support for the following video and music formats:

- HTTP live streaming (HLS)
- HTTP dynamic streaming (HDS)
- Microsoft smooth streaming (MSS)
- Dynamic adaptive streaming over HTTP (MPEG-DASH)
- Common media application format (CMAF)

Related Products/Services

Akamai's complementary Media Services Live, NetStorage, or Cloud Wrapper can be combined with Adaptive Media Delivery for an efficient, high-quality streaming media solution. Adaptive Media Delivery can also be combined with Event Support or with Premium Service and Support 3.0 to help customers manage their live, linear, and on-demand video workflows without hassle.

BENEFITS FOR YOUR BUSINESS

Maintain superior video quality and reliability
via Akamai's unique, globally distributed network architecture, which is backed by a 100% uptime SLA

Scale rapidly for large audiences – planned or unexpected – by leveraging the distributed network's ability to dynamically and intelligently distribute load

Optimize online video playback quality and performance
through high-quality video streaming experiences that keep audiences engaged, extend viewing times, and support monetization

Reach audiences on any device
with support for a wide range of standard video streaming protocols

Get actionable insights
into streaming performance and quality of experience

Protect premium content
and secure revenue streams

KEY PRODUCT DIFFERENTIATORS

Reliability, Capacity, and Scale

Quality Through Technology, Innovation, and Experience

Proximity – Closeness Counts

Akamai

Standard and Optional Features

STANDARD	Reliability and Scale	Performance	Security
	• Akamai Intelligent Edge Platform • 100% Uptime SLA • Origin Failover	• Advanced Cache Control • Tiered Distribution • ABR Streaming • Segment Prefetch • Quick Retry • HTTP/2 & HTTP/3 Support • IPv6	• Standard TLS • TLS: Shared Cert • TLS 1.3 • Access Control • Token Authentication • Cloud Authentication • Enhanced Proxy Detection • Watermarking Support • Access Revocation • SameSite Cookie Support
	Customer UI and Serviceability	APIs and Other Features	
	• Property Manager • Log Delivery • Media Reports • Akamai Control Center • Event Center • Breadcrumbs	• Open APIs • Beta Channel • Third-Party Origin Support • EdgeWorkers Support	
OPTIONAL	Security	Other Features	
	• TLS: Custom Cert • Edge IP Binding • Content Targeting • Media Encryption • Protocol Downgrade	• Manifest Personalization • Dynamic Ad Insertion • China CDN • Cloud Interconnects	

To learn how Adaptive Media Delivery works, please visit the Live Linear and the VOD reference architectures, or contact your Akamai sales team.