

## **Delve Networks and Akamai Collaborate to Enable Cloud-Based Video Management for Publishers**

***The Delve solution includes browser-based video management, cloud computing, semantic video technology, and High Definition video streaming delivered across Akamai's network***

**Seattle, WA — July 31, 2009** Delve Networks, a leading provider of video platforms, announces a strategic relationship with Akamai Technologies, Inc. (NASDAQ: AKAM), the leader in powering rich media, dynamic transactions and enterprise applications online, that will enable Delve to offer customers a comprehensive and innovative video publishing solution that includes video management and delivery including support of next generation variable bit rate streaming technologies.

### **Easy to Use Turnkey Solution**

Customers will have everything they need to publish video online, including video content ingestion, encoding, content management, syndication, analytics, monetization, content delivery, easy to customize video players, APIs, multiple device support, and search. The Delve platform is as simple to use as it is powerful, providing a simple point-and-click user interface that makes publishing video online accessible to anyone and any organization. In fewer than 5 minutes, a customer can go from having no video on their website to delivering high quality video with a player customized to match the website's branding.

"Delve is excited to team with Akamai to offer customers a complete video management solution utilizing Akamai's global network. Our joint effort will help us reach many more customers than we could reach alone," said Alexander Castro, CEO of Delve Networks.

"Increasingly we are looking for leading partners who can help us provide the best in video management and solutions for our customers. We can think of no one better than Akamai to work with."

"A fast, efficient media distribution workflow based on industry standards is critical to any successful online business," said Tim Napoleon, Chief Strategist for Digital Media at Akamai. "Akamai's mission is to support innovation and leadership in this space and Delve clearly offers an impactful solution. Providing unique and innovative capabilities, such as a cloud-based architecture and search inside, Delve's video platform is not only technologically advanced, but also easy to use."

### **Utilizing the Cloud for Video Publishing**

Delve's video platform is the first video solution that leverages cloud computing to provide publishers with the ability to elastically handle high quality video delivery and pay only for what they actually use. This not only frees publishers from having to worry about managing spikes in demand, but also completely removes the need to purchase, deploy, and maintain hardware and software.

Customers can also leverage the rich set of APIs exposed by the Delve cloud platform to build their own custom online video applications.

Says Doug Donaldson, President of PlaysportsTV, an award winning site for youth sports coaching and instructional videos, "Delve's rich set of API's allowed PlaysportsTV to build an engaging site for our customers without requiring a large in-house staff. Delve's video platform make it possible for us to invest our money in areas that help us grow our business."

### **Semantic Video Technology**

By the year 2013, Internet Video will account for 91% of all consumer traffic. The equivalent of 10 Billion DVDs will be transferred every month on the Internet. With that many videos online, it becomes increasingly important to provide more powerful tools for managing and viewing video. Delve's video platform includes patented semantic video technology which extracts information from within the video to provide enhanced search, meta-data tagging, and indexing capabilities.

Delve allows consumers to search inside the video itself and jump directly to the point in the video in which they are most interested. Doing so, increases engagement and reduces abandonment.

### **Delivering the Highest Quality Video**

With Akamai's Media Delivery Services, Delve is able to deliver an amazing viewing experience, including HD-quality video, anywhere in the world. Akamai supports both Adobe's dynamic streaming and Microsoft's Silverlight Smooth Streaming technologies providing flexibility and choice for customers looking to deliver HD-quality video online.

Akamai's global delivery network includes more than 48,000 servers across 70 different countries and provides services to many leading broadcast companies around the world. With more capacity and server locations closer to the consumer, no other media delivery network can offer the same level of scalability and performance that is critical for successful delivery of high quality video.

Since launching 10 months ago, Delve Networks has signed up over 70 customers including Standard & Poors, 1800Flowers, the Kansas City Chiefs, and many others.

For more information and a free trial, please visit [www.delvenetworks.com](http://www.delvenetworks.com).

### About Akamai

Akamai® provides market-leading managed services for powering rich media, dynamic transactions, and enterprise applications online. Having pioneered the content delivery market one decade ago, Akamai's services have been adopted by the world's most recognized brands across diverse industries. The alternative to centralized Web infrastructure, Akamai's global network of tens of thousands of distributed servers provides the scale, reliability, insight and performance for businesses to succeed online. Akamai has transformed the Internet into a more viable place to inform, entertain, advertise, interact, and collaborate. To experience The Akamai Difference, visit [www.akamai.com](http://www.akamai.com).

### About Delve Networks

Founded in 2006, Seattle-based Delve Networks makes it possible for organizations of any size across any industry to realize the potential of online video. Delve's advanced, easy-to-use and highly customizable online video platform offers all the tools necessary for publishing video online including video hosting, encoding, content delivery, content management, semantic search, metrics, advertising and syndication. By leveraging the power of cloud computing, Delve gives its customers the ability to quickly adapt as demand for content increases allowing for greater overall scalability, efficiency and reliability. Delve is backed by DFJ Frontier, Intel Capital and Labrador Ventures. For more information, visit [www.delvenetworks.com](http://www.delvenetworks.com).

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