

# Limelight**ADS**

## Serve targeted dynamic advertising along with your video and audio content.

Your content is valuable. Put it to work for you—without creating more work for yourself. LimelightADS™ is the easiest way to deliver video and audio advertisements wherever your content goes. This innovative ad decision system from Limelight Networks® leverages the publishing workflow you already have in place, serving ads to a growing population of mobile media consumers.

U.S. mobile advertising spending will hit \$3.3 billion by the year 2013, up from \$6.5 million in 2008—a fivefold increase in just five years.

Source: eMarketer, February 2009

## Reach an engaged audience

Extend your advertising initiatives beyond the browser and maximize revenues. As you engage consumers with video and audio in new ways—through iPhone applications, downloads to portable media players, Facebook widgets, video games, and more—LimelightADS enables you to bring your advertisers along for the ride. Our server-side intelligence merges video and audio ads with your content, reaching targeted audiences everywhere. You can change ads dynamically and even rotate multiple campaigns and advertisers within the same segment.

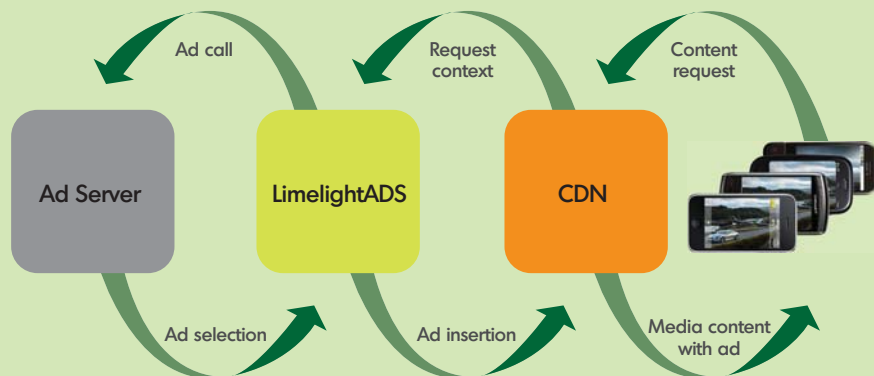
### Benefits

- Dynamically insert targeted ads into your video or audio content
- Offer advertisers a single cross-platform solution for all your properties
- Leverage the ad operations and ad sales systems you already have in place
- Integrate with LimelightREACH™ to optimize delivery of your video content across mobile devices

## Protect your workflow investment

Dynamic video and audio advertising is easier than you think. LimelightADS integrates with the leading CDNs used by media companies and works in concert with popular advertising platforms, such as DoubleClick DART, Microsoft Atlas, and our own Campaign Manager. There's no need to change your publishing, ad trafficking, or reporting systems—or retrain your staff. You and your advertisers can continue with the same operating infrastructure you've been using to serve display ads on web pages.

- When a consumer requests your media, LimelightADS captures contextual information and passes it to the ad server.
- Our Campaign Manager or your existing ad server uses targeting directives to select the right ad.
- LimelightADS inserts the selected ad into the content file.
- The CDN delivers a version of your content that contains the ad.



## LimelightADS key features

**Dynamic insertion of video and audio ads.** LimelightADS combines the intelligence of dynamic advertising with the power of video and audio content delivery. Ad files—in any video or audio format—integrate with your content and run as pre-, mid-, or post-rolls during your segments.

**Targeted ad selection.** Ad selection is based on directives, including date range, demographics, geographic location, content topic, and custom tags. Use our own Campaign Manager or integrate with DoubleClick DART or Microsoft Atlas.

**Full control of ad process.** With LimelightADS, you can continue to manage ad sales and operations as you always have—whether using your own internal team or through a trusted partner.

### Serving major media brands

Leading media publishers are already using LimelightADS to extend their brands, including NBC, Fox, National Public Media, Guardian News and Media, The Economist, and CondéNast.

### Call us today

Contact Limelight Networks to discuss your requirements for mobile delivery solutions.

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**Reporting and analytics.** Measure traffic, track impressions, and collect valuable information for your business. LimelightADS reports integrate with industry-standard systems like Omniture. As you're extending your reach, you'll have full visibility into ad inventory for forecasting and metrics to measure effectiveness.

**Media-grade solution.** For scalable delivery, LimelightADS leverages LimelightDELIVER™, LimelightSTREAM™ and other CDN platforms used by media companies. This power enables you to run campaigns with thousands of files—even multiple campaigns from all your advertisers.

## Additional infrastructure services

Limelight Networks offers a wide range of CDN and other infrastructure services that enhance your dynamic advertising capabilities.

**Mobile media delivery.** Extend the reach of your video content to the growing universe of mobile devices. LimelightREACH integrates mobile delivery intelligence with your existing publishing system to optimize media delivery for today's mobile devices.

**CDN services.** The Limelight Networks CDN was purpose-built for fast, reliable, and scalable delivery of your media and your embedded ads. Choose LimelightDELIVER for object (HTTP) delivery or LimelightSTREAM for streaming (RSTP) delivery. Also available is LimelightSITE™ a complete solution for whole site delivery.

**Integration services.** Need a custom solution? Let experts from Limelight Professional Services help you deploy LimelightADS, LimelightREACH, and other CDN services to meet the unique requirements of your business.

**Multiple support options.** Choose from three tiers of Limelight Support Services service to fit the requirements of your business.