



NEWS RELEASE

Cinesoft Turns to Limelight Networks' CDN for Better Performance, Customer Support and Cost-Savings

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TEMPE, Ariz. & NEW DELHI--(BUSINESS WIRE)-- **Limelight Networks, Inc.** (Nasdaq:LLNW), a global leader in digital content delivery, today announced that Cinesoft is using the Limelight Orchestrate Platform to support its diverse business-to-business and consumer over-the-top (OTT) services.

Cinesoft needed a new content delivery network (CDN) to support its broad OTT business which includes Cinehome, a fast-growing OTT service that provides Indian content for a global audience; the Cinehome OTT platform, an OTT Platform as-a-Service; and NEXGENMEDIA, a user-generated content platform that publishes user generated content.

"Customer support is by far the most important thing to us. Limelight is always responsive, and we know they'll get to the root cause of any concern we have and come up with a solution quickly," said Anil Nair, Managing Director & CEO, Cinesoft. "Plus, our customers demand a broadcast-quality experience and Limelight helps us provide high performance with low buffering rates."

Through the Limelight Orchestrate Platform, Cinesoft can deliver broadcast-quality content on any device to its growing global audience. In addition, they work closely with Limelight Advanced Service Architects team to address any challenges they encounter and for ongoing support.

"OTT video is taking off in India and Cinesoft has a great business model with growing online traffic in its B2B and B2C businesses," said Nigel Burmeister, vice president, global marketing at Limelight Networks. "We've upgraded

our infrastructure and added capacity to support the diversity of use cases and to best support the local market. By deploying our CDN, Cinesoft customers are assured of a quality experience and Cinesoft benefits from Limelight's global infrastructure and expertise."

A complete case study is available [here](#) with additional details.

About Cinesoft

Cinesoft is a fast-emerging innovator in OTT and e-commerce that delivers entertainment products and solutions with a global vision. As one of the foremost companies in the OTT sector in India, the company has developed a unique entertainment platform named Cinehome, a synergy of television, movies, music, books, games and more to the global community.

About Limelight

Limelight Networks, Inc., (NASDAQ: LLNW), a global leader in digital content delivery, empowers customers to better engage online audiences by enabling them to securely manage and globally deliver digital content, on any device. The company's Limelight Orchestrate Platform includes a global infrastructure with a fully-integrated suite of capabilities and services to help you address all your content delivery needs. The Orchestrate Platform solves your most important content delivery challenges so you can deliver the next great digital experience anywhere. For more information, please visit www.limelight.com, read our [blog](#), follow us on [Twitter](#), [Facebook](#) and [LinkedIn](#) and be sure to visit [Limelight Connect](#).

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