



NEWS RELEASE

# Limelight Networks to Stream ITV.com Programming

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LONDON, Sept. 25 /PRNewswire/ -- Today at IBC 2007, Limelight Networks (Nasdaq: LLNW), a leading content delivery network (CDN) for digital media, announced that it has been selected by ITV to stream live broadcasting and new on-demand television programming for the broadcaster's ITV.com online portal.

In addition to offering a continual stream of ITV's four broadcast channels, ITV.com now offers "catch-up" programming on-demand, allowing ITV viewers across the UK to watch their favourite programmes via the Internet, for free, up to 30 days after they are first aired. On-demand programming includes this year's Rugby World Cup. For the first time, fans that miss a live broadcast will be able to watch the match in its entirety online, at any time.

"The sheer volume of original content that ITV is making available online is unprecedented in UK broadcasting, and it's already extremely popular with viewers," said George Meek, vice president, Europe at Limelight Networks. "Our advanced CDN service is optimised for mass delivery of digital media files, ensuring visual quality, dependability and an excellent viewing experience for ITV.com's growing audience."

Limelight Networks' innovative network architecture is a highly advanced content-delivery network for digital media. The company provides a tailored, reliable and massively scalable service that overcomes internet-related performance and security issues, and maintains delivery speed levels as website traffic, file size and content collections increase.

Limelight Networks worked with ITV.com to constrain the broadcaster's online programming to only UK-based viewers. It also implemented digital rights management (DRM) for the live streams, to assure licensing adherence and to prevent unlawful reproduction of the content.

"Our viewers shouldn't have to notice the technology behind streaming video at all -- it should simply work," said Steve White, head of technology for ITV broadband. "That's why we chose to work with Limelight. They have the infrastructure that can handle our high volumes today, and moving forward as ITV.com's viewing audience expands in the coming years."

#### About ITV

ITV is the UK's largest commercial broadcaster, with its family of channels watched by more than 80% of the population every week.

ITV has the most successful commercial family of channels in the UK. ITV1 is the UK's most popular channel in peak-time; ITV2 is the UK's biggest non-terrestrial channel; ITV3 is the largest digital-only channel in Freeview households; and ITV4 had the most successful digital channel launch to date. ITV also owns CiTV, the leading commercial children's channel on Freeview, and Men & Motors.

ITV.com launched in July 2007 as the most comprehensive commercial television site in the UK, offering live streamed versions of ITV1, ITV2, ITV3 and ITV4, a 30-day on-demand catch-up service and an archive of the best ITV content.

#### About Limelight Networks

Limelight Networks is a high-performance content delivery network for digital media, providing massively scalable, global delivery solutions for on-demand and live Internet distribution of video, music, games and social media. Limelight Networks' infrastructure is optimized for the large object sizes, large content libraries, and large audiences associated with compelling rich media content. Limelight is the content delivery network of choice for more than 850 of the world's top media companies, including Akimbo, Amazon Unbox(TM), Belo Interactive, Brightcove, "BuyMusic" @ Buy.com, DreamWorks, LLC, Facebook, FOXNews.com, IFILM, ITV Play, MSNBC.com, MySpace, NC Interactive, Valve and Xbox Live. For more information, visit <http://www.llnw.com>.

#### SOURCE Limelight Networks

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