



NEWS RELEASE

MultiTV Selects Limelight Networks' Content Delivery Network to Simplify Dynamic Ad Insertion and Improve User Experiences

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Video Streaming Platform and Solutions Provider for Live TV and Video on Demand Leverages Limelight for Seamless Video Experiences

TEMPE, Ariz.--(BUSINESS WIRE)-- Limelight Networks, Inc. (Nasdaq: **LLNW**), a global leader in digital content delivery, today announced that MultiTV is using Limelight's Orchestrate Platform to bring high-quality online video to more than 40 million viewers across India.

MultiTV, a leading provider of video streaming solutions for live TV and video on demand (VOD) in India, selected Limelight's Orchestrate Platform to deliver exceptional video experiences to any device, anywhere. Leveraging Limelight's global Content Delivery Network (CDN), the Orchestrate Platform now ensures that MultiTV customers get the reliability, consistency, quality, security and performance they demand.

"Viewership in India is growing rapidly and there is complexity because of multiple devices, platforms and standards. At the same time, customers want world class reliability on a complex infrastructure at domestic price points," said Vikash Samota, Founder of MultiTV. "With Limelight, we have a global partner with excellent quality, capability and reach to help meet consumer expectations. This allows us to focus on our business – content acquisition and customer service."

MultiTV is also using Limelight Cloud Storage Services, making it easy for them to upload, replicate and manage

large video libraries and quickly get content to viewers.

“MultiTV is a pioneer in bringing next-generation OTT solutions to the fast-growing Indian market. To help develop this market, we’re determined to deploy our people, capabilities and capital at an accelerated pace,” said Sajid Malhotra, Chief Financial Officer at Limelight Networks. “After having doubled capacity in India last year, we expect to expand our capacity there this year by 5 to 10 times our 2016 capacity levels, and are prepared to assist and accelerate the adoption of CDN services in ways only we can.”

MultiTV launched a Live Streaming solution using Limelight’s CDN with its proprietary technology that can detect commercials on live streams or VoD on any device. In addition, MultiTV provides technology solutions to solve the problems of video ad blockers. MultiTV helps broadcasters and content owners reduce infrastructure costs and provides solutions to assist with content monetization.

About MultiTV

MultiTV Tech Solution Pvt. Ltd., is a new-age ad-tech startup founded in 2014. Its aim is to empower and create the next level digital video eco-system, helping brands, broadcasters, content owners and publishers with cutting-edge technology products to leverage the growing digital video consumption among audiences. With the comprehensive end-to-end video solution, MultiTV offers **OTT, video advertising**, monetization and **live streaming services**.

About Limelight

Limelight Networks, 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 award winning Limelight Orchestrate™ platform includes an integrated suite of content delivery technology and services that helps organizations secure digital content, deliver exceptional multi-screen experiences, improve brand awareness, drive revenue, and enhance customer relationships — all while reducing costs. 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**.

Forward-Looking Statements

This press release contains forward-looking statements that involve risks and uncertainties. These statements include, among others, statements regarding our expectations regarding our future plans. Our expectations and beliefs regarding these matters may not materialize. The potential risks and uncertainties that could cause actual results or outcomes to differ materially from the results or outcomes predicted include, among other things, reduction of demand for our services from new or existing customers or other unforeseen changes. A detailed discussion of these factors and other risks that affect our business is contained in documents we file from time to time with the Securities and Exchange Commission, copies of which are available online on our investor relations

website at investors.limelightnetworks.com and on the SEC website at www.SEC.gov. Forward-looking statements in this release are made pursuant to the safe harbor provisions contained in the Private Securities Litigation Reform Act of 1995. All information provided in this release is as of February 24, 2017, and we undertake no duty to update this information in light of new information or future events, unless required by law.

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