

Met Office Website Seamlessly Supported a 5x Increase in Web Traffic During February's Severe Weather Conditions with Akamai Dynamic Site Accelerator

Submitted by: Ascendant Communications

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...Akamai enabled Met Office to serve up to 5x normal website traffic volumes with ease and continued to offload more than 90% of the total bandwidth since the event...

London, UK– 23 March 2009 - Akamai Technologies Limited, a subsidiary of Akamai Technologies, Inc. (NASDAQ: AKAM), the leader in powering rich media, dynamic transactions and enterprise applications online, and BT Media & Broadcast, today announced that the Met Office, one of the world's leading providers of environmental and weather-related services, was able to maintain normal website availability during February's adverse weather conditions —despite an increase of 5x the previous peak traffic volumes— with Akamai Dynamic Site Accelerator. The extreme weather conditions, the worst recorded in 18 years, generated huge peaks in website traffic, causing a number of other UK weather- and travel-related websites to go down. The Met Office accelerated deployment of Akamai's solution when it first forecast the impending severe weather, in order to meet the potential increase in traffic volumes and ensure availability of its website, regardless of visitor numbers.

Pam Dickinson, IT Channels Manager at the Met Office, commented: "Our Public Weather Service (PWS) provides a vital service to the UK public, enabling people to make informed decisions in their day-to-day activities. During the adverse weather in February, we experienced five times more traffic to our website at its busiest times. I can honestly say that, were it not for Akamai and its ability to provide scalable capacity on demand, 4 out of 5 of our website visitors would not have been able to access the site. With the severe weather forecast the week before, we switched Akamai on to meet the expected demand for our website."

One of the key attributes of Akamai's Dynamic Site Accelerator that was of particular importance to the Met Office is the solution's ability to ease the pressure on the organisation's infrastructure by scaling capacity on demand to meet peak load events, such as those that were experienced in February, and to ensure an uninterrupted service for its millions of site visitors. At its peak in February, the Akamai platform delivered more than 6,500 requests per second for the Met Office and continues to offload over 90% of the total bandwidth. As part of its forward-looking technology portfolio, the Met Office also selected Akamai for its ability to deliver faster website performance for increasingly interactive content including UK Region and location-specific weather maps and forecasts, an online shop, historic station data and climate change related resources.

The Met Office analysed the market very carefully to find a solution that provided scalability capacity on demand. "It is vital that we ensure that the general public are able to access critical weather information during a significant event and Akamai impressed us with their demonstrable experience with similar applications," concluded Pam Dickison

The solution is provided to the Met Office via Akamai global reseller, BT Media & Broadcast, part of BT Global Services. Underpinning the success of the Dynamic Site Accelerator solution is the Akamai platform consisting of 42,000 secure servers, enabling the Met Office to deliver a consistently high-quality

performance to its global users.

Malcolm Rowe, Regional Manager of Northern Europe at Akamai, said, "Since it was founded in 1854, the Met Office has grown to become an integral service to the UK's general public in addition to every other industry sector in the country and around the world. Its success marks it out as a particularly forward-thinking organisation, constantly evolving to meet the growing demand for its services. We are delighted to be able to be part of its technology portfolio, enabling the company to dynamically scale to support its current and future capacity demands for its market-leading online services and, in doing so, reinforcing its local and global brand."

About the Met Office

The Met Office is the UK's National Weather Service, providing 24x7 world-renowned scientific excellence in weather, climate and environmental forecasts and severe weather warnings for the protection of life and property.

The Akamai Difference

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.

About BT Media and Broadcast

BT Media and Broadcast is a unique organization within BT, with over 50 years experience in the media and entertainment industry. We have created many industry firsts, and assembled the very latest global, digital network and media solutions portfolio for managing and delivering today's media content. We have forged partnerships with industry leading vendors with a single common goal - to deliver transformational solutions that allow our customers to prosper and thrive in the digital media economy.

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