

Sweden's Videoplaza Speeds Its Video Streaming Performance and Response Times with Akamai's Media Delivery Solution

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Akamai Technologies Limited, a subsidiary of Akamai Technologies Inc.(NASDAQ: AKAM), the leader in powering rich media, dynamic transactions and enterprise applications online, today announced that the leading provider of video marketing technology and services in Sweden, Videoplaza (www.videoplaza.com), has implemented Akamai's Media Delivery solution. Videoplaza provides the market-leading dedicated ad server for video in Sweden, helping video advertising providers increase their online video advertisement inventory and advertising revenues. Leveraging Akamai will help Videoplaza significantly improve the performance and response times of its Flash video streaming for local customers, as well as its rapidly growing European and worldwide customer base.

Videoplaza had been using a local content delivery network, Qbrick, since its launch in 2007, but switched to Akamai in order to support its expansion into Europe and the United States. Akamai's global streaming and distribution platform ensures that Videoplaza can not only maintain excellent performance with an in-country presence in Sweden, but easily extend its geographic reach, bypassing traditional server and bandwidth limitations without requiring additional infrastructure.

Videoplaza enables broadcasters and publishers to manage, and ultimately monetise, their online video advertising and supports a majority of Sweden's leading media publishers, including TV networks TV4 Group, Kanal 5 and Kanal 9 and traditional print companies as Dagens Nyheter, Sydsvenska dagbladet and NTM. Over the course of the last year, its technology has been used to serve adverts from Warner, H&M, IKEA, McDonald's, Nivea, Opel and Volvo among others in the form of iRoll and overlay campaigns (www.videoplaza.com/showroom/iroll-campaigns/).

Alfred Ruth, co-founder of Videoplaza, commented: "Our products enable our customers to increase the success of their video advertising campaigns, while enabling them to manage, display and track advertising around their online video content and, ultimately, increase their advertising revenues. For that reason, we needed to offer them the best infrastructure and delivery mechanism available to maximise the benefits of our product. Since we went live with Akamai, we have experienced response and performance times faster than anything we achieved in the past. Coupled with this is the peace of mind that that our customers and their users are benefiting from these improvements and a marked increase in quality regardless of where in the world they are accessing the content."

Alex Gibbons, director, Digital Media EMEA at Akamai, said; "Akamai works with many major global media and entertainment brands, leading ad serving companies and advertising networks. With Akamai's Media Delivery Solution, Videoplaza can use the Internet as more than just a delivery platform. We can also enable them to manage that delivery and control the way that the content is delivered, providing the information they need to fine-tune that content to prove value to advertisers and ultimately grow their business. We look forward to helping Videoplaza as it expands its global business and services throughout 2009 and the years to come."

About Videoplaza

Videoplaza is a privately held company based in Stockholm, Sweden. The company was founded 2007 with one sole mission: helping media publishers turn online video profitable. Videoplaza has grown rapidly and are

today helping premium media companies throughout Scandinavia, UK and France to be as profitable as possible in their online video efforts by increasing their potential ad inventory with new ad formats, providing the metrics required by advertisers and easing the day-to-day work with it's revolutionising campaign manager. The company is backed by Swedish VC firm Creandum. To learn more, please visit www.videoplaza.com.

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, interact, and collaborate. To experience The Akamai Difference, visit www.akamai.com.

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