

## Level 3 Content Delivery for Extended Libraries

The power of the Internet is its ability to give users access to virtually any piece of content any time, no matter what the topic. You have the distribution rights to huge libraries of content that can make this possible. These *extended libraries* — large libraries of content made up of highly popular content as well as the “long tail” of less popular, yet important content — include content that could become wildly popular within a matter of moments. Delivering end-users a quality experience every time, whether the content is popular or obscure, requires a solution that goes beyond standard caching and download capabilities.

Level 3 has combined our industry-leading Content Delivery Network (CDN) and our Level 3<sup>®</sup> Origin Storage solution with predictive dynamic content positioning to create the Level 3<sup>®</sup> Content Delivery for Extended Libraries offering: a solution for our customers who are seeking to monetize extended, long-tail content libraries.

### A quality experience for end users, every time

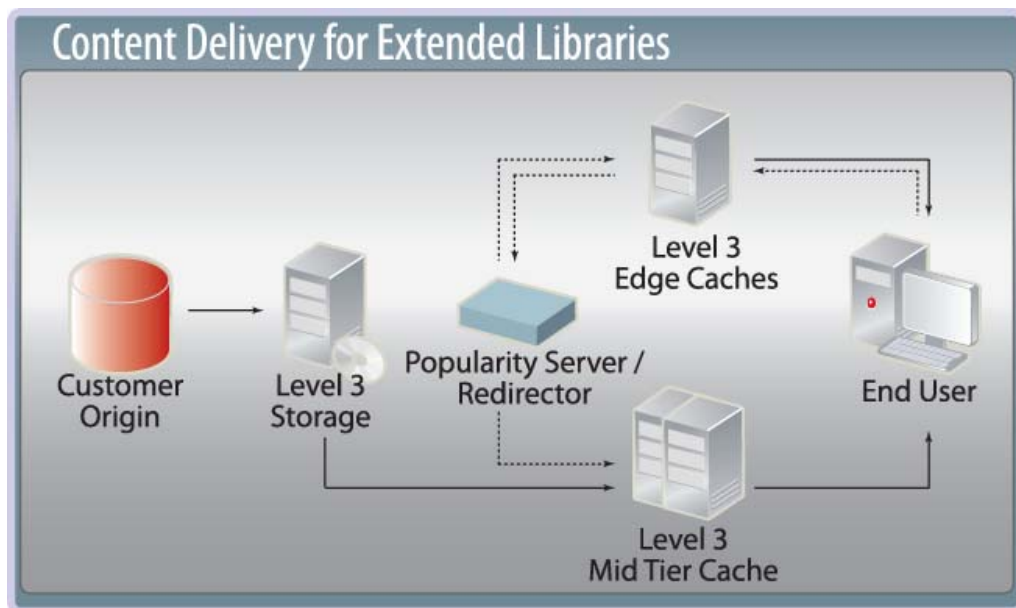
End users demand a high-quality experience when requesting any Internet content – popular or unpopular. The Level 3 Content Delivery for Extended Libraries service is designed to help you with just that. We have combined our massively scalable storage capabilities with the latest caching technologies and intelligent analytics to deliver content precisely to the right place at the right time, every time. Should a piece of content become highly popular, our intelligent algorithms instantly detect a change and populate the edge caches with the relevant files. Files requested less often are delivered from locations closer to our storage super nodes, to help reduce costs while still providing end users the quality experience they demand.

### Content Delivery for Extended Libraries Features

- **Massively Scalable Storage for your Content Library:** Your business may have only modest storage requirements in the early phases; but you need a storage solution that can scale as your business grows. Level 3 has over 300TB of storage already deployed, and a planned deployment of 1.2PB by the end of 2008. Level 3 is committed to making content storage capacity available when you need it. And our customers pay only for what they use.
- **Intelligent, Quality Content Delivery:** Level 3 has developed intelligent algorithms that pre-position your content to the right servers at the right time. We have employed a variety of methods to ensure that your content library is safe, secure and redundantly stored so you can be confident that your assets are securely held and ready for delivery when you need them. We’ve combined mirroring, RAID, and geographic diversity with the latest firewall technology, and we back the service with a 100 percent SLA on content storage.
- **Ease of Management:** The ability to easily manage your asset library is critical to efficient delivery and monetization of your content. Level 3 offers several standard methods of asset management including Secure FTP, r-sync, SOAP and REST command sets. If your company has its own Digital Asset Management system and needs access to an API, Level 3 can support those needs as well.



- **Origin Offload with Global Coverage:** Our Origin Storage super nodes are strategically positioned around the world with direct and redundant connections to the Level 3 Content Delivery Network. By combining multiple, geographically diverse locations and redundant 10 GigE connectivity to our industry-leading CDN, we minimize costly “hops” around the network. We can help you deliver and monetize your content while decreasing or completely eliminating “hits” to your own origin storage.
- **An Affordable Solution:** You can benefit from the economies of scale built into our Origin Storage super nodes. Additionally, we incorporate commodity, yet high-end disk drives to take advantage of the natural cost compression of storage over time – so we can pass those savings to you.



### WHY LEVEL 3

Level 3 is the optimal path to connect your content to your customers. More than a proven carrier; we are a technology company focused on providing you with the best path to connect your content to your customers. Level 3 has a broad service portfolio coupled with extensive network reach. Additionally, the company has strong network performance and continually invests in network scale. This unique combination of assets, engineering innovation and portfolio allows Level 3 to offer cost-effective solutions. Contact the experts at Level 3 to design the content delivery solution for your specific needs.