

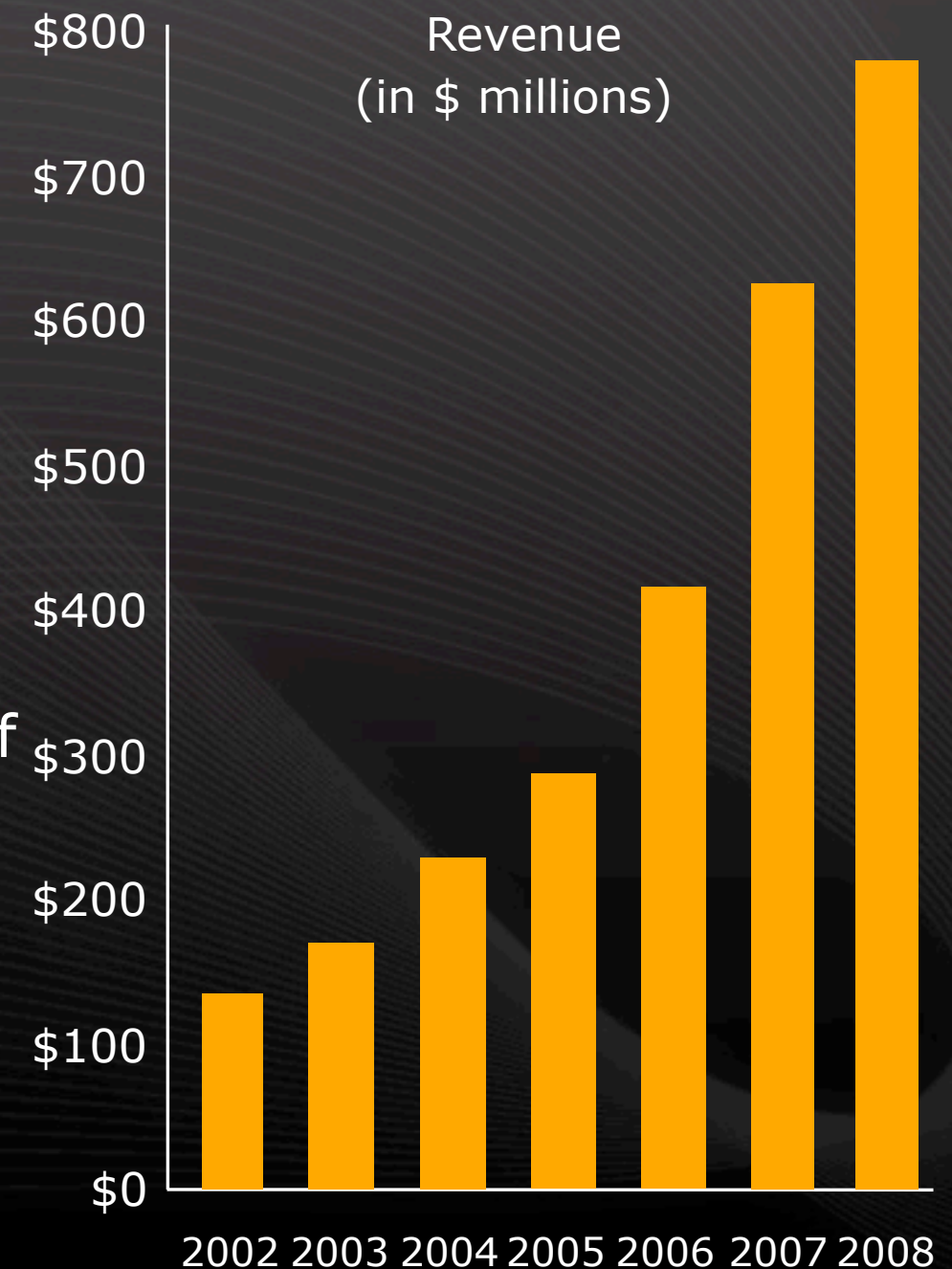


Akamai Technologies Inc.

Who is Akamai



- Founded in 1998
- Global Internet managed services provider
- Pioneering in delivery of :
 - Rich media
 - Dynamic transactions
 - Web- and IP-based applications
- S&P 500 and NASDAQ 100 member
- 3,000+ Customers (20%+ of Global 500, 85% of Global Top 100 Brands)
- 1500+ Employees
- 2008 Revenue \$791 M - 24% annual growth
- 21 consecutive quarters of GAAP profitability



The Akamai Story(Video)



Click pic to view the online video

The Akamai Milestones



- **1998 MIT Research Project**

Akamai was founded by Tom Leighton and Danny Lewin.

- **1999 1st Commercial Service and IPO**

Akamai Launches its first commercial service and went IPO in the end of the year

- **2000 Apple and Akamai**

Both companies announce they are combining technologies to build backbone for Apple's Quicktime TV Network

- **2001 Unprecedented Traffic**

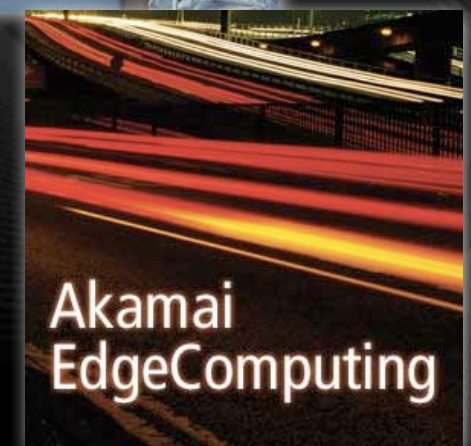
Akamai supports unprecedented traffic levels on September 11th

- **2002 EdgeComputing**

Akamai and IBM unveil an edge computing solution for delivering Java-based applications on IBM WebSphere across Akamai's edge servers.

- **2003 Delivering iTunes**

Akamai adds to its support of Apple's revolutionary new iTunes Music Store service.



The Akamai Milestones(cont.)



- **2004 Olympics**

Akamai teams with the European Broadcasting Union to enable the first ever live, sanctioned Internet streaming of the Olympics.

- **2005 Gartner Magic Quadrant Visionary**

Akamai is positioned by Gartner in the "Visionaries" quadrant of the "Magic Quadrant for Application Delivery Products, 2005"

- **2006 SONY and Nintendo**

Global gaming leaders leverage Akamai for fast, reliable game downloads

- **2007 Large Files Support**

Akamai launches its Large File Download Optimization technology to support the optimization and delivery of increasingly large files

- **2008 Streaming Nobel Prize Award Ceremony**

Akamai's enables Nobelprize.org to present live webcast of the award ceremony

- **2009 HQ Delivery on iPhone and iPodtouch**

Akamai Enabled High Quality Delivery of Live Baseball Games to MLB.Com at Bat 2009 for iPhone and iPod Touch

- **2010 Netflix's Partner**

Akamai Selected as Netflix Content Distribution Network Partner



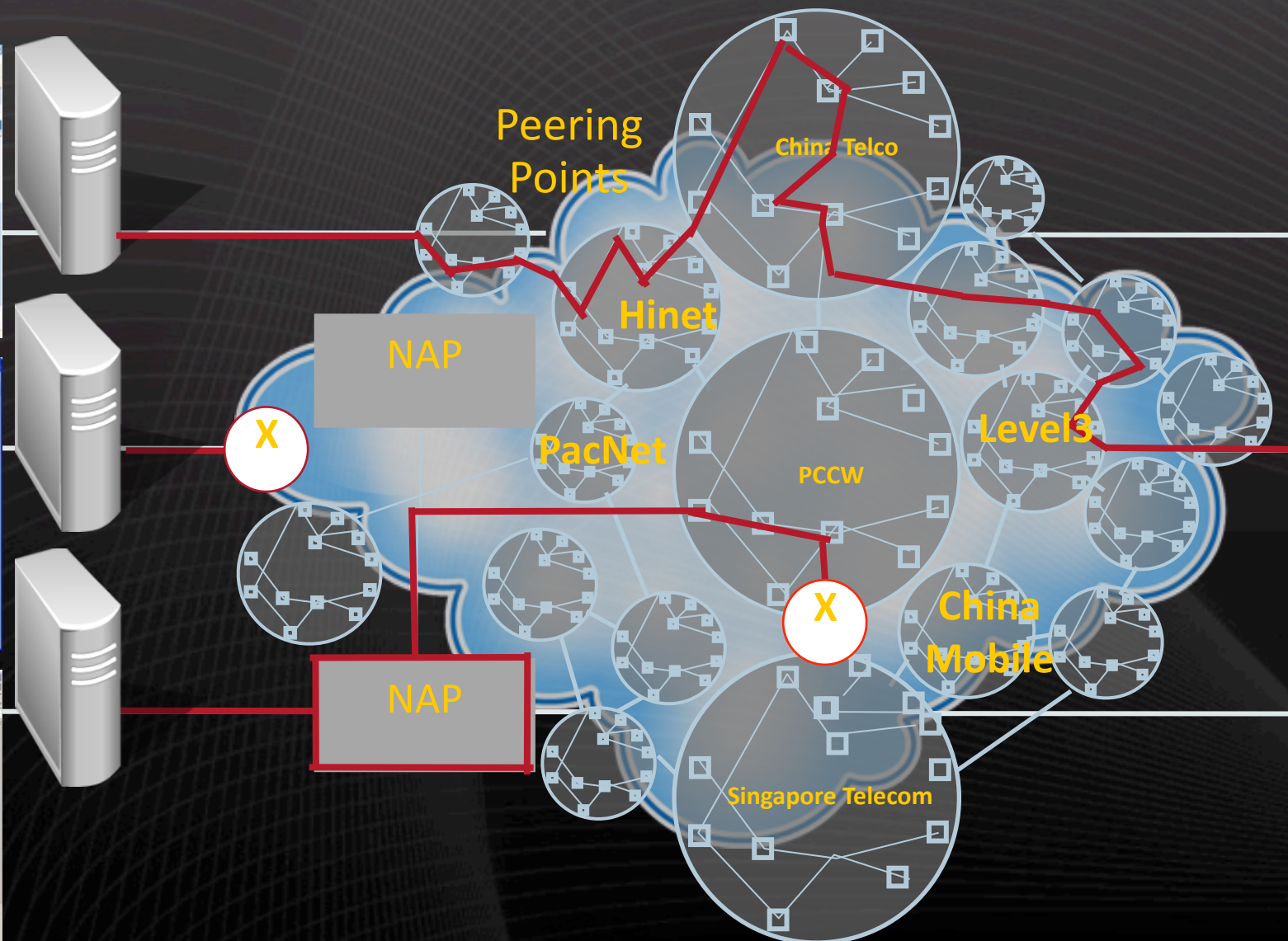
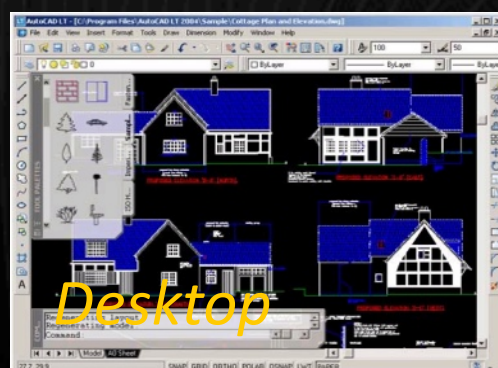
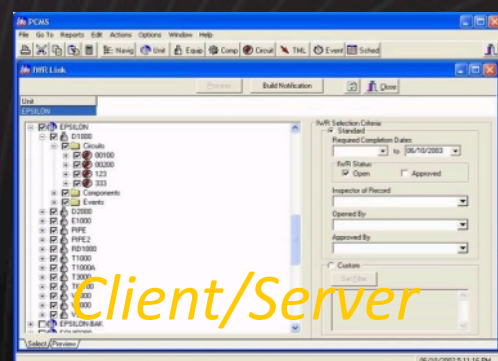
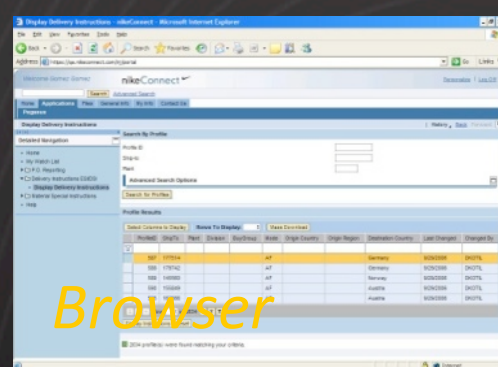
Internet Issue- Inefficiency



Applications
/ Web

Network
Providers

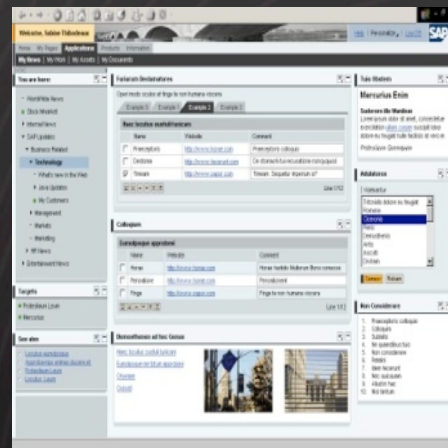
End Users



Akamai Technology



Origin Server



Edge Region Close to Origin Server

High Performance Global Overlay

“Akamai Protocol”

Edge Region Close to End User

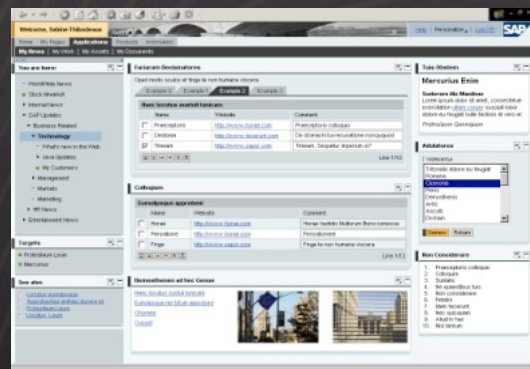


Akamai Improves Performance and Reliability



Akamai close to origin

Akamai close to end-user



Application Server

Web-based applications
Web services



Route Optimization

Akamai SureRoute determines the best performing path while ensuring server requests always reach the data-center

Round Trip Optimization

Established TCP connection with Akamai Protocol reduces the effective number of trips along the best path. Includes specific optimizations for TCP and

Akamai Solution Portfolio



Application
Performance



Dynamic
Sites



Software
Delivery



Media
Delivery



Advertising
Decisions

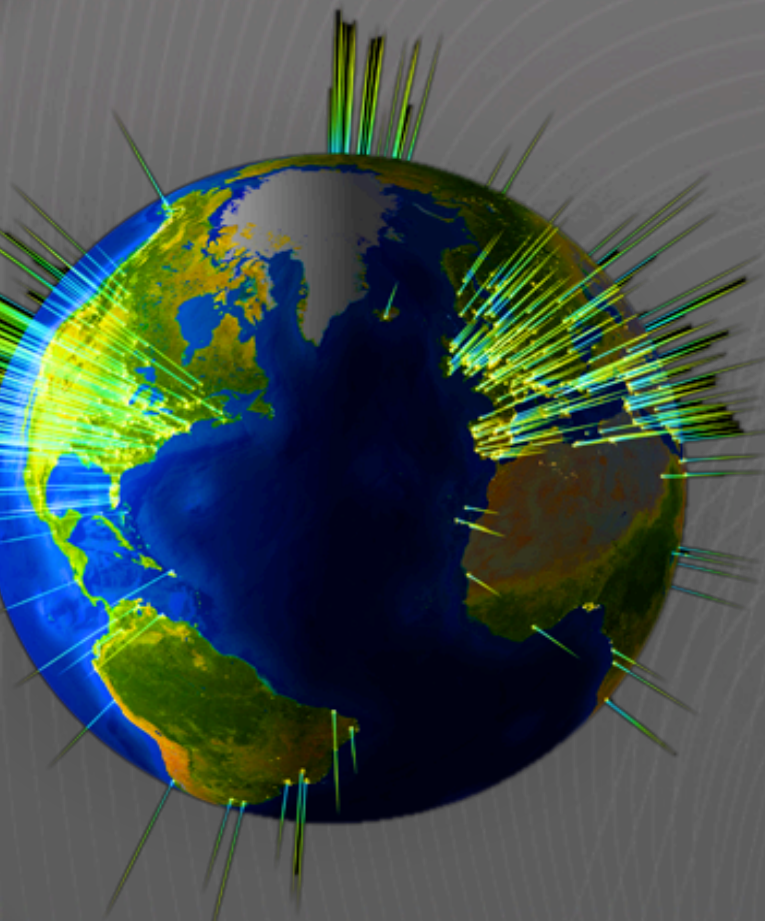
EdgePlatform

Deploy Web servers into thousands of ISPs close to end users

- 61,000+ Servers
- ~1000 Networks
- 70+ Countries

Delivering ~20% of the Web traffic, and daily traffic of:

- 6+ million hits per second
- 1+ Tbps
- 1+ million concurrent streams



Akamai is TRUSTED



- One out of every five Global 500® companies trusts Akamai. (List compiled by *Fortune Magazine*)
- The top Media & Entertainment companies trust Akamai.
- 80 of the top 100 online U.S. retailers trust Akamai. (Source: *Internet Retailer Magazine*)
- More than 150 of the world's leading news portals trust Akamai
- 6 of the top 7 Computer Manufacturers Trust Akamai
- 9 of the top 10 Anti-Virus Companies Trust Akamai
- 4 of the top 5 Online Auction Companies Trust Akamai

Akamai is PROVENED



- Akamai delivers between 10-20% of all Web traffic.
- Akamai delivers hundreds of billions of daily Internet interactions.
- Akamai helps securely enable more than \$60 billion in annual e-commerce for its online retail customers (Source: 2006 revenue compiled by Internet Retailer magazine)
- The top online music stores have sold billions of songs... and counting... delivered via the Akamai platform

Customers-APAC



Customers-APAC



Customers-Global



News Corporation



The Walt Disney Company



Customers-Global(cont.)



viacoma



Time Warner



Akamai Leads in Media & Entertainment

Online Publishers

8 of top 10 online publishers



Social Media

7 out of 10 top social media sites



Media & Entertainment

39 of the top 40 M&E companies



Online Newspapers

8 of the top 10 largest newspapers



Ad Technology Providers

All of the top 5 in each category



Sources:

Top Online Publishers based on revenues, (source: IAB/PWC 2006)
 Top Newspapers based on circulation (Newspapers & Technology 2007)
 Top Ad Technology Providers (OMMA Magazine)

Global Agreement: Sony



Film

Sony Pictures Entertainment

Columbia TriStar

Sony Pictures Classics

Television

Sony Pictures Television

Cinemax Latin America

Animax Japan

SoapCity

Movielink (jointly owned with Paramount Pictures, Sony Pictures Entertainment, Universal Studios and Warner Bros. Studios)

The Sony logo, consisting of the word 'SONY' in a bold, black, sans-serif font, centered within a white rectangular box.

Music

Sony BMG Music Entertainment

Labels include: Arista Records, BNA Records, Burgundy Records, Columbia Nashville, Columbia Records, Epic Records, J Records, Jive Records, LaFace Records, Legacy Recordings, RCA Records, RCA Victor Group, RLG - Nashville, Sony Classical, Sony Music International, Sony Music Nashville, Sony Wonder, So So Def Records, Sony BMG Masterworks, Sony BMG US Latin, Verity Records

Other

Sony Electronics

Sony Computer Entertainment America

Sony Corporation of America

Sony Ericsson Mobile Communications

PlayStation

Sony Connect Inc.

Psygnosis Limited

TheStation@sony.com

Jeopardy Online

Wheel of Fortune Online

Case Studies

Apple - iTunes



Problem:

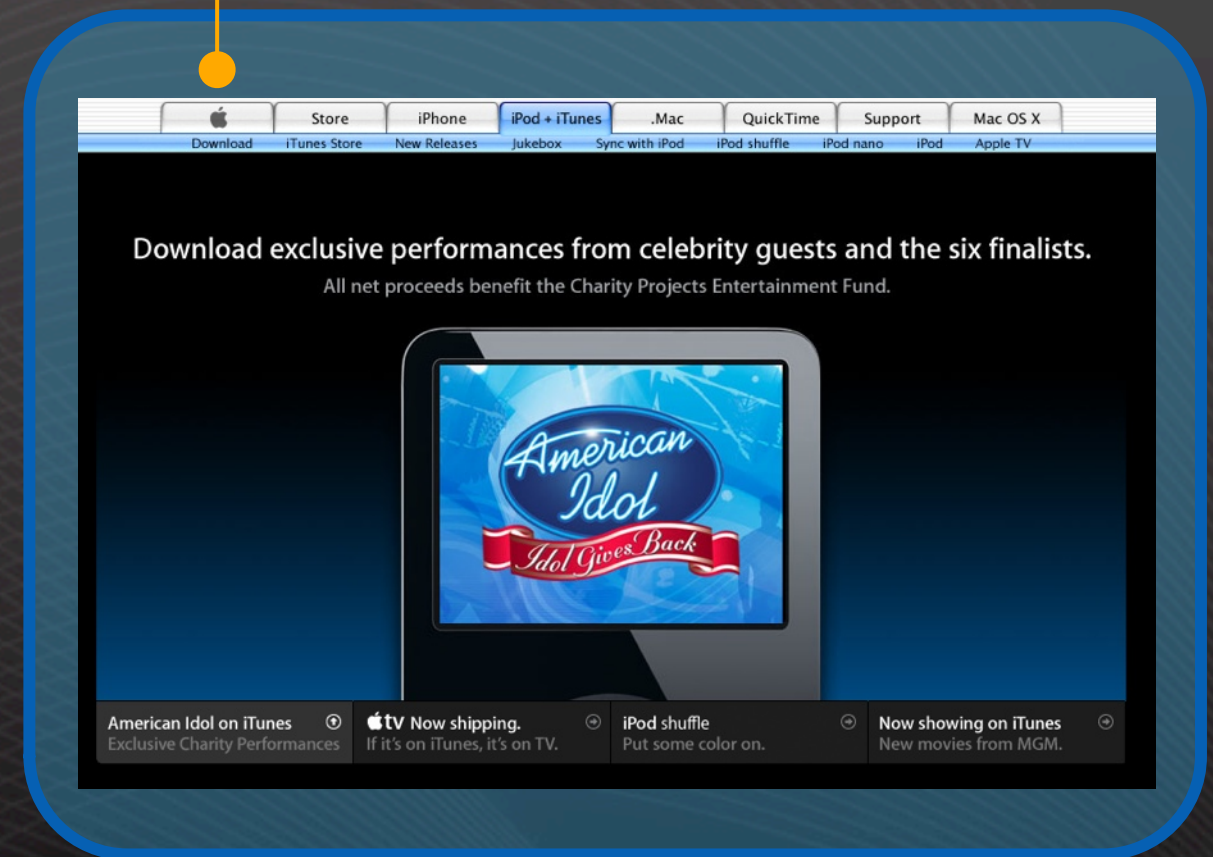
- Create high performance, legal online media store

Solution:

Akamai Media Delivery
Akamai Professional Services

Impact:

- Launched first successful online media store
- High performance enables Apple to sell billions of songs and videos to end users
- On-demand scalability to handle peak traffic



NetFlix



The screenshot shows the Netflix homepage with a red header. The main navigation bar includes 'Start Your Free Trial', 'How It Works', 'Browse Selection', and 'Free Trial Info'. The 'Start Your Free Trial' section features a form with fields for Email, Confirm Email, Password (4-10 characters), and Confirm Password. A 'Continue' button is at the bottom. To the left, a large image shows a family sitting on a couch, with text: 'Rent as many movies as you want! For only \$8.99 a month.' Below this, a 'FREE TRIAL' badge and contact information are visible. The 'HOW IT WORKS' section is a horizontal flowchart: 1. Rent what you want (Just point and click to add movies & TV episodes to your list from over 100,000 titles). 2. Receive what you wanted (We rush DVDs from your list with fast, free delivery in about 1 business day). 3. Watch when you want (Keep each movie as long as you want). 4. Exchange as often as you want (Simply return 1 movie in its prepaid envelope to get another - as often as you like). 5. Watch instantly on your TV (Included in your membership, some movies streaming over the Internet to your PC, Mac or TV! Mouse over to learn more>>).

Netflix "Watch Instantly" Video on demand service features more than 17,000 movies and recorded television shows available. Major studios including NBC Universal, MGM, 20th Century Fox, CBS/Paramount, ABC-Disney, Warner Brothers, Lions Gate Entertainment and New Line Cinema are all distributing films and television shows via the service.

PlayStation Store

The screenshot shows the PlayStation Store website. The top navigation bar includes 'PLAYSTATION®3', 'PSP®', 'PlayStation®2', and 'PlayStation®Network'. Below this, a search bar and 'JOIN NOW' / 'LOG IN' links are visible. The main content area is titled 'Featured PlayStation@Store Content'. On the left, a sidebar lists categories: PSP® Downloads, New Releases, Downloadable Games, Demos, Movies (highlighted), TV Shows, and Game Add-Ons. The main content area displays a grid of movie covers under the heading 'Movies'. The movies shown are: G.I. Joe: The Rise of the Cobra, The Taking of Pelham 1 2 3, Orphan, Ice Age: Dawn of the Dinosaurs, The Proposal, Land of the Lost, Drag Me To Hell (Unrated), Earth, Imagine That, and Year One (Unrated).

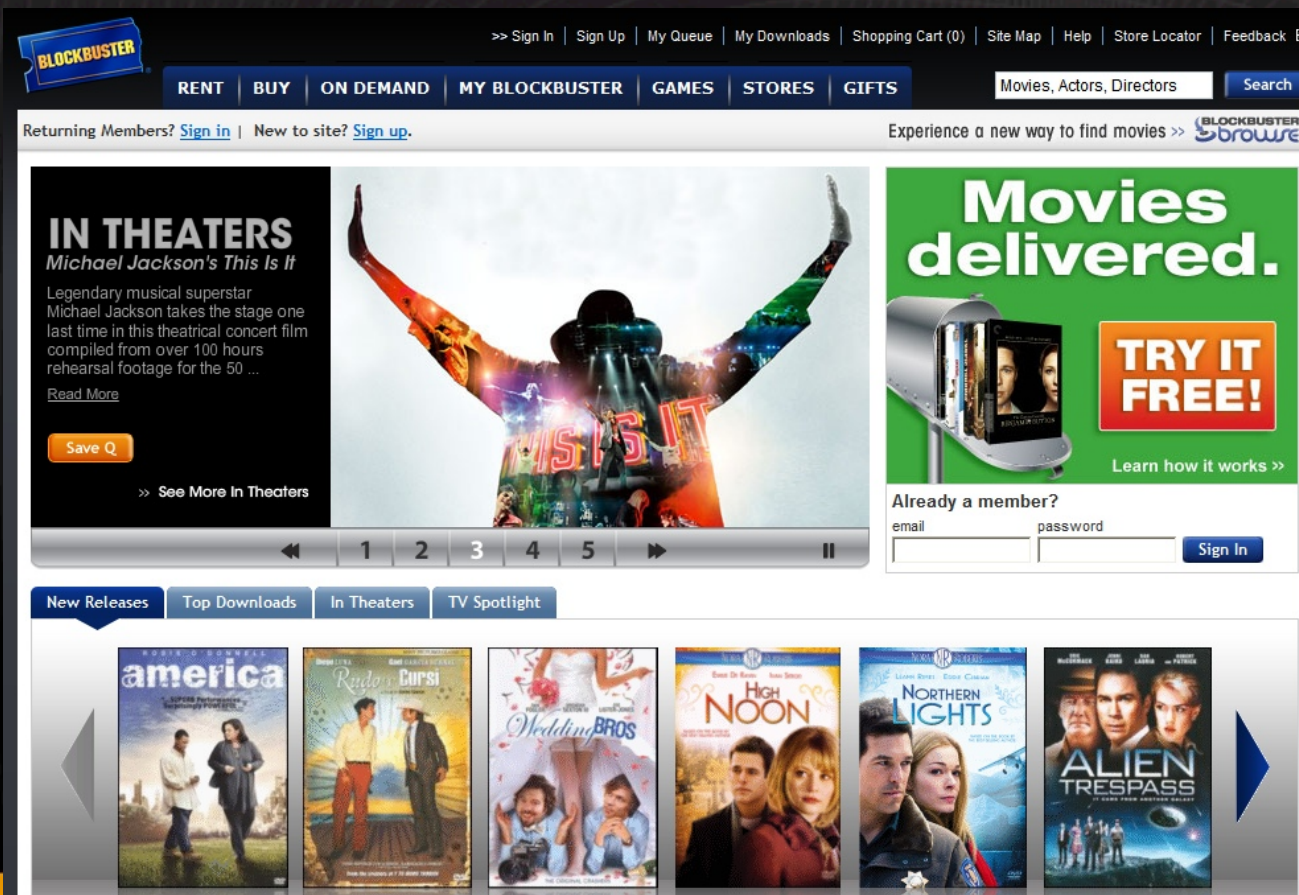
Movies, TV shows, trailers, game videos, music downloads, game demos are all available via this Internet store that is served by Akamai. Have served more than 600 million downloads since the stores inception.

Xbox Live Marketplace



Movies, TV shows, movie trailers, game videos, music downloads, game demos are all available via this Internet store that is served by Akamai. Have partnerships with most major movie studios and music labels.

Blockbuster on Demand



“Blockbuster On Demand “Service for nearly 100,000 game and movie titles. Have a partnership with Samsung and Tivo to allow for movies to be downloaded and played on several devices. Rapid adoption has exceeded all projections.

Strategic Counsel (beyond delivery)

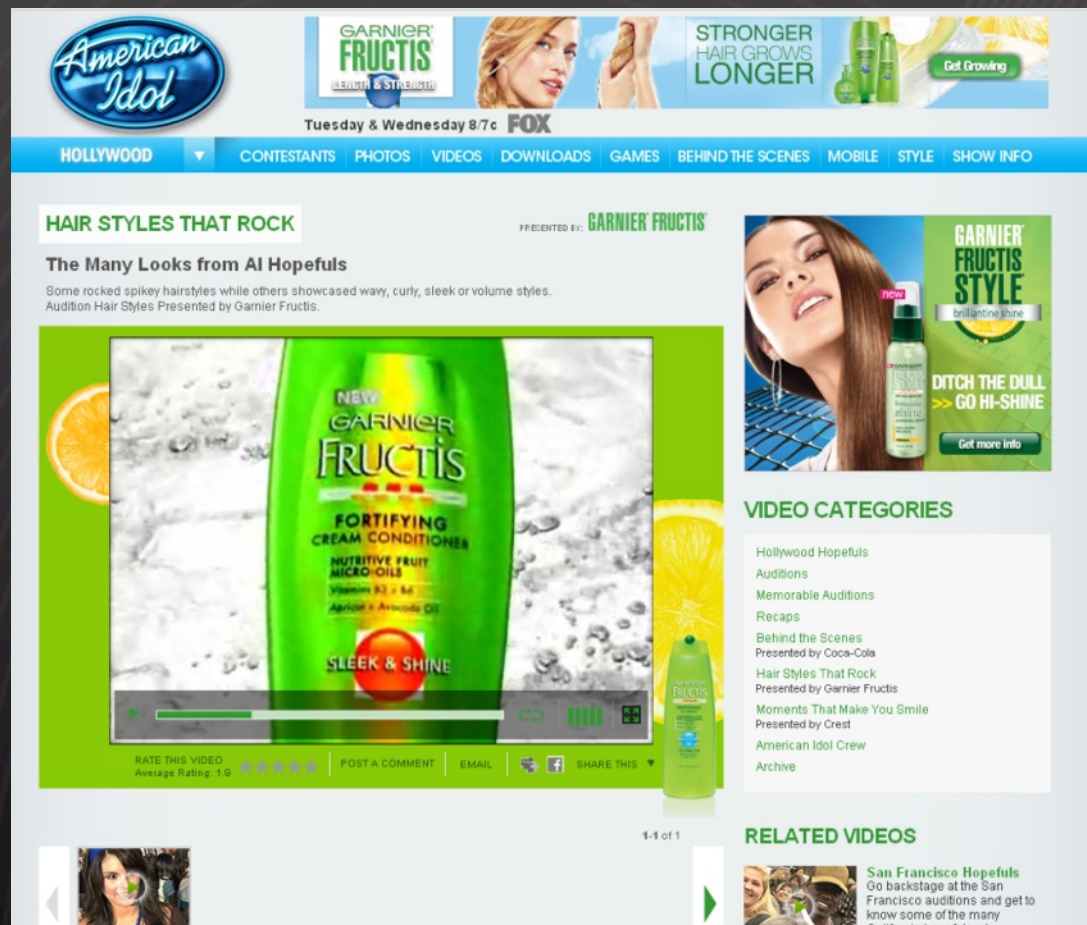


Akamai & Hulu: Defining a new space together

- Deep industry experience — M&E and beyond
- Video delivery is only part of the picture
- Proactive role in concept development
- Innovative service approach drives reliability



American Idol



Branded Video Player

Re-launched video experience in
time for new TV season in less
than 6 weeks

Launched full
Video player in less than
6 weeks

Seamless content
updates
Leveraging RSS

Retain 100% of ad
revenue
By leveraging open video
player code base

Problem:

- Unable to manage and content in a timely, manner

Solution:

Akamai Stream OS

Impact:

- Managed more than 45,000 streaming assets and 30 million streams per month, without scaling resources
- Monetization of digital assets helped grow revenue by 500% since 2001



MySpace



Problem:

- Ensure reliable social media destination

Solution:

Akamai Media Delivery
Dynamic Site Solutions



Highlights

- 5th most popular English Language site
- >180 million accounts, >230,000 new registrations per day, 30 billion+ page views/month
- 0% downtime
- 20 Gbps of music, video and images
- 98% of International traffic offloaded