



The Level 3 Media Portal provides industry-leading account management tools that enable you to get the most out of your Level 3 services. Our feature-rich portal functionality helps increase your operational efficiencies by giving you all of your video and content information in one centralized location. With anywhere, anytime access and near real-time control, our customer portals can connect you with a superior service experience.

Level 3 Reporting and Analytics

Quality Intelligence for the Future of Content Delivery

As more media gets distributed across the Internet, advanced reporting and analytics are playing a significant role in helping content owners manage their businesses and monetize their digital assets. As modern audiences continue to grow and demand rich media wherever they go using multiple devices, the need for a next-generation reporting and analytics platform that is compatible with the latest media delivery technologies is crucial. Level 3 is uniquely positioned to address this challenge with a robust set of content Reporting and Analytics tools, including Level 3SM Client-Side Statistics* powered by Conviva[®], giving you a 360-degree view from provider performance to end-user experience.

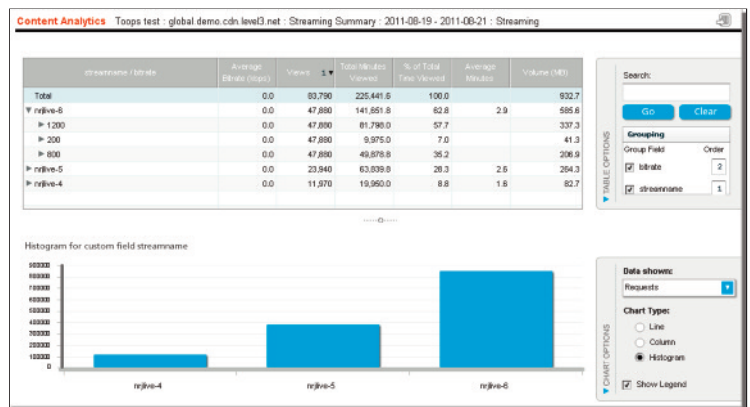
Business Solutions

- **Integrated View:** See reports on data usage across caching, streaming and storage in one comprehensive view. The Media Portal also supports controls to graph, export and print these statistics.
- **Deep Drill-Down Capability:** Level 3's Media Portal gives you an in-depth view of how, when, where and by whom your content is being viewed.
- **Customizable Dashboard:** Customize your Media Portal dashboard to display the reports that are the most relevant to you as soon as you log in.
- **Costs Analysis:** Utilize metrics to allocate delivery costs across business units, projects or end customers.
- **User and Usage Data:** Obtain important data for demographic analysis by region/country, time of day, usage over time, usage by asset and asset group.
- **Real-Time Reporting:** Level 3 offers up-to-the-minute statistics for streaming and cached download traffic.

Statistics Available in Real-time Include:

- Throughput: Mbps
- Current viewers (streaming only)
- Statistics by streaming ID (streaming only)
- Service statistics by delivery region and node (caching only)
- Error reporting (caching only)

*Client-Side Statistics is available for an additional service fee.



Technical Features / Capabilities

- Content Popularity Assessment: Access this information by property or by individual assets.
- Content Security Validation: Easily validate geo-blocking rules, authentication results and failures.
- Volume Statistics: GB delivered, origin traffic (caching), total requests (caching), total views (streaming).
- Service Quality Metrics: for cache efficiency, time to first byte and average throughput to client.
- Statistics: by 5 minute, 1 hour, 1 day and 1 month increments.
- Tracking Usage: for up to 100,000 assets per caching property.
- Reporting for HTTP Streaming: Basic audience and content reporting for Adaptive HTTP Streaming for formats such as Microsoft® Smooth, Apple® HLS and Adobe® Zeri.
- Client-Side Statistics powered by Conviva (optional): Market-leading third-party video audience and quality reporting powered by Conviva. Reporting for real time insight into CDN performance across multiple vendors, and asset performance from end-user experience.

Why Choose Level 3 for Reporting and Analytics?

- Unmatched Scalability: We lead the industry in terms of the traffic volume and content library size that we can support with our reports.
- Accessibility and Ease of Use: We have re-architected our Media Portal to achieve new levels of availability and performance. We solicited first-hand input from our customers, and redesigned the portal to address your needs, giving you a single stop for a 360 view into your content performance.
- Support for All Major Next-Generation Media Formats: You'll be prepared to take your data to new online audiences and develop an in-depth understanding of how your media is consumed in a rapidly changing and expanding marketplace.

ABOUT LEVEL 3

As a leading international provider of fiber-based communications services, we are dedicated to helping our customers keep pace with the demands of an increasingly networked world.

We couple a broad service portfolio with one of the world's most scalable end-to-end networks to deliver a set of solutions built for the 21st century.

To find out how Level 3 can be your single-provider solution for all of your business needs, contact us today:

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