Level (3) Media**Portal**

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.

"It's encouraging to see one of the top-tier CDN providers understand and address the evolving needs of customers."

– Yankee Group on Level 3's reporting and analytics, September 2009

Level 3 Media Portal
Increase ROI with High-Quality Content Reporting and Management

Every day, the lines between traditional and non-traditional media become more blurred. Now, content providers across industries, as well as broadcasters and movie studios, are delivering their programming and digital assets online. As this trend has increased, so has the need for real-time control and visibility into how that content is delivered and used, enabling businesses to evaluate online investments and increase web advertising sales. Unfortunately, most content delivery service providers don't offer the in-depth reporting capabilities necessary to do this. Level 3 does. The Level 3 Media Portal offers one of the most sophisticated and comprehensive sets of content monitoring, reporting and management tools available in the industry today — even for new delivery formats, including Microsoft® Smooth Streaming and Apple® QuickTime® X.

Business Solutions

- **Simple Cost Allocation:** Use our reporting and analytics tools to allocate your online spending appropriately across businesses, product lines and campaigns.

- **Online Service Management:** Provision new services, optimize your selection of published content, manage account permissions and even secure access to premium content using an intuitive interface.

- **Comprehensive ROI Measurement:** Easily configure the performance reporting and multi-layered usage statistics you need to validate your content's ROI.

- **Customizable Dashboard:** Customize your Media Portal dashboard to display the data and reports that is most relevant to you as soon as you log in.

- **High-Volume Traffic Scalability:** Access administration capabilities and analytics that surpass competitors for the size of libraries that can be analyzed in detail, with URL-level reporting capabilities for up to 100,000 individual assets per web property, the ability to define and measure "collections" of assets in new streaming formats like Smooth HD and QuickTime X, and the flexibility to create "Access Groups" to manage sub-accounts.

- **Level 3℠ Client-Side Statistics:** Analyze your video asset's performance, with our independent third-party reporting through Conviva®, that reveals performance across any CDN you are using through our Media Portal, as well as end-user experience across all of your video assets. (Additional fee applies.)

Technical Features / Capabilities

VOLUME STATISTICS

• GB delivered

• Origin traffic (caching)

• Total views (streaming)

• Total requests (caching)

THROUGHPUT STATISTICS

• Mbps throughput: peak, average, 95th percentile

• Concurrent viewers (streaming): average, peak

SERVICE QUALITY METRICS

• Cache efficiency (caching)

• Delivery performance statistics (caching)

• Time to first byte

• Average throughput to client

CONTENT ASSET METRICS

• Usage for specific file/URL or content folders

• Reporting by configurable asset "collections"

CLIENT-SIDE STATISTICS

• Optional third-party reporting powered by Conviva (additional fee applies)

CLIENT DEMOGRAPHIC METRICS

• Usage by client region, country

• Usage by DMA (metro), state (caching, U.S. only)

• Time Interval Metrics

• Statistics in five-minute, one-hour, one-day and one-month increments

• Usage by hour of day (streaming)

Why Choose Level 3 for Media Portal?

• Real-Time Monitoring of Your High-Quality Content: Level 3 offers up-to-the-minute statistics for downloaded streaming and cached traffic. We've provided real-time analytics for a number of high-profile live online events, including the Democratic National Convention and the Tour de France.

• Empowering Self-Service Configuration and Account Management: The Level 3 Media Portal offers a wide range of self-service tools that allow you to publish new on-demand and live content, manage content access, optimize service delivery, self-provision new caching properties, streaming applications, and storage accounts, submit and review trouble tickets, review invoices and much more.

• Real-time analytics: gives you a window into how your content is being viewed as it is being broadcast. Using this service for live content allows you to understand exactly what events cause fluctuations in viewership, and to even make changes as an event is occurring to boost viewership.