

# ***Magine Relies on Limelight to Stream Content to Millions of Users Across Europe***

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TEMPE, Ariz.--([BUSINESS WIRE](#))--Limelight Networks, (Nasdaq:LLNW), a global leader in digital content delivery, today announced that Magine is using Limelight's Content Delivery Network (CDN) to deliver live and on-demand content to millions of viewers in Europe.

Prior to partnering with Limelight, Magine was working with a CDN provider, but over time noticed it had limited capacity in Europe to meet customer demands. To ensure the highest levels of availability and performance, Magine implemented a multi-CDN strategy. In addition, they built their own tools to evaluate CDN performance by region, the quality of streams, costs and reliability of each CDN provider. Limelight's CDN was chosen because of its scalability, reputation, competitive pricing and top performance in their internal testing.

"The CDN is a vital part of our distribution chain and we expect a high quality of service," said Klas Ahlin, Head of Service Operations at Magine. "Limelight has a solid track record, and we have been happy with the consistent performance across regions."

"OTT viewers expect a high-quality experience every time they access video on demand and live streamed content," said Nigel Burmeister, Vice President, Global Marketing at Limelight Networks. "By using Limelight as part of their multi-CDN strategy, Magine can send traffic to the highest performing CDN to ensure the best possible viewing experiences, and we're pleased to see Magine's testing show Limelight as a consistent top performer."

A complete case study is available [here](#) with additional details.

## **About Magine**

Magine ([www.magine.com](http://www.magine.com)) is a global streaming platform that started in Sweden in 2012. It launched its first consumer service in 2013 and in addition to its own consumer services, since 2016, streaming TV and VOD services has been run on behalf of telecom and TV operators in a global market. *Magine Digital Media* (MDM) offers complete OTT solutions to players in the global TV market. MDM's customers are located in Europe and US as well as in emerging markets such as China, the Middle East and South Africa. *Magine Consumer Group* (MCG) currently consists of the streaming services Magine TV and Plejmo, which are established in Germany, Sweden, Norway, Finland and Denmark. *Magine Media Invest* (MMI) invests in new content and concepts based on streamed video.

## **About Limelight**

Limelight Networks Inc., (NASDAQ: LLNW), a global leader in digital content delivery, empowers customers to better engage online audiences by enabling them to securely manage and globally deliver digital content, on any device. The company's Limelight Orchestrate Platform includes a global infrastructure with a fully-integrated suite of capabilities and services to help you address all your content delivery needs. The Orchestrate Platform solves your most important content delivery challenges so you can deliver the next great digital experience anywhere. For more information, please visit [www.limelight.com](http://www.limelight.com), and follow us on [Twitter](#), [Facebook](#) and [LinkedIn](#).

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