



Real Broadcast Network Hosting Services

The Only Complete Solution for Internet Media Hosting

Proven Solutions for Online Media

Whether you are looking to promote your media programming, your products and services, or building a premium online media business, you need a digital media delivery provider with reliable and proven solutions.

The Real Broadcast Network (RBN) is the only experienced digital media delivery provider with proven solutions for your online media. Through a distributed network optimized for the delivery of digital media, RBN provides a scalable and reliable foundation for your online media applications. Build your online business with the hosting provider that powers Real's own consumer based services that reach over 1.3 million subscribers.

Why Partner with Real for Hosting Services?

- **Experience:** We pioneered the media delivery industry in 1997. RBN is the proven delivery network of choice for some of the world's most active broadcasters and content owners. RBN provides services for media companies, corporations and other organizations, and is the largest live online webcaster, with thousands of discrete events each month.
- **Service:** We provide high touch customer care, from our 24 x 7 x 365 operations center staff to our dedicated technical account managers.
- **Quality:** RBN delivers the best quality media through a 100% digital Broadcast Operations Center (BOC) staffed by broadcasting professionals 24 x 7 x 365. We deliver your content over a fail-safe distributed network which means your content arrives with the highest quality possible.
- **Innovation:** We have a history of being the first to market with the latest Real technology and product innovations to give you the competitive edge in the digital media marketplace.
- **Best-Practices Architecture:** RBN is strategically deployed at multiple network points with world-class redundancy features to ensure superior quality of service to customers. We are the leader at the intersection of digital media and technology with a 100% focus on internet media delivery.

Robust Streaming Services

RBN's services are built upon a robust architecture capable of delivering high-quality content in all the leading formats (Real, Windows Media, QuickTime) to hundreds of thousands of simultaneous users.

- **On-Demand Hosting:** Deliver your pre-recorded audio and video content around the globe with RBN. You can easily upload and manage your online content, which is automatically distributed across our distributed broadcast network and made available for your online audience. Comprehensive network monitoring and management ensure that your content is delivered with the highest quality of service.
- **Live Event Webcasting:** Whether you are delivering one live event or twenty, audio only or audio/video, we can support your needs. The Broadcast Operations Center (BOC) is staffed by broadcast radio and TV professionals who understand what it means to hold a "live" event broadcast. With over 5,000 live events per month, we are the largest provider of live events on the Internet.
- **24 x 7 Live Streaming:** The Live 24 x 7 Streaming Service provides a reliable means for distributing your live radio or TV content feed online with the highest quality available. Comprehensive network monitoring and management ensure that

your feed is reliably distributed with the highest quality of service. Content feeds can be continuous or subjectively scheduled by segment. Internet-only broadcast feeds can easily be programmed - just upload your playlist and your Internet-only program feed will be streamed live.

- **Corporate Open Channel:** If you are an enterprise looking for an easy way to broadcast multiple live events and you need to put all of your on-demand content in one place, Corporate Open Channel is the solution. This service gives you the ability to communicate with RBN's servers in order to distribute as many live event webcasts (un-monitored) and store as many on-demand media files as needed, all for one set monthly fee.

Value-Added Service Options

RBN separates itself from the competition with a broad and deep array of specialized capabilities for promotion, tracking, rights management, and revenue generation.

- **Secure URL:** Securely deliver your online content. With Secure URL, links to your content are protected from "deep linking", "link hijacking" or user-to-user copying. Real's own consumer subscription services use Secure URL to ensure that only authorized subscribers gain access to premium content.
- **Geo-Blocking:** Whether it's to analyze where your users are located or to block access to certain geographical regions based upon broadcast rights, Geo-Blocking allows you to configure business rules around the geographical location of your end users.
- **Encoding:** Convert your source audio and video content into digital media formats. Just provide your Digital Audio Tape or Beta SP videotape, we'll take care of the rest.
- **RBN Helix Proxy Bundle:** Have an external event you want hosted, but your internal audience will overwhelm your network? We'll provide event services along with managed Helix Proxies in your network that ease the pressures on your network.
- **Marketing/Promotion:** Promote your content on the Real Guide.

Detailed Statistic Reporting

As an RBN customer, you will receive password-secured web access to detailed statistics on your streaming and downloaded content, including full usage reports showing the number of accesses, unique users, time, duration and even location. You can even see data on current connections while your stream is playing.

Optimized for Digital Media Delivery

Since 1997, Real has been the pioneer in developing and deploying a globally distributed network optimized for the delivery of digital media. The Real Broadcast Network is comprised of widely distributed Helix Servers placed strategically in leading Internet backbones and ISP's and devoted solely to high quality digital media. Digital media is pushed to the edges of the Internet through N+1 redundant pathways, providing the best experience possible, and users are redirected to the most optimal media server based upon traffic and network load and performance. RBN privately peers directly to the backbones that host our servers through dark fiber solely dedicated to our network. This multi-homed distributed network uses several Tier 1 providers who have excellent peering with other networks worldwide to deliver optimal quality of service.

Contact Real Today

To learn more about how RBN solutions can enhance your business, visit www.realnetworks.com/products/rbn or contact your sales representative at **1-866-784-8477**.

