

# Jambo Media Selects Limelight Networks to Provide Content Delivery Service



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*Limelight Networks to power all Jambo Media's properties, including the Jambo Video Network and [JamboTV.com](#)*

New York (PRWEB) July 29, 2008 -- Jambo Media, LLC, a leading developer of online video solutions, today announced that it has selected content delivery network (CDN) services from Limelight Networks Inc. to power all of Jambo's video properties, which includes the Jambo Video Network and JamboTV.com. Currently Jambo Media is delivering more than 2 million daily video plays and supports video on more than 120 web sites and growing on a weekly basis.

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*Limelight Networks'CDN fits well with Jambo's business model and will enable the Jambo Video Network to grow exponentially. Jambo Media will soon be releasing white label versions of their technology for advertisers, publishers and content owners called "Jambocast." The Limelight CDN will be a major part of the Jambocast technology.*

*"We have worked with a number of companies, as well as tried to run the video on our own, but Limelight Networks has proven to be the best choice for us," said Robert S. Manoff, CEO of Jambo Media. "Limelight's architecture and abilities have allowed us to deliver what we need to ensure quality customer service for our clients."*

*Manoff and his team of marketing and advertising veterans have created the Jambo Video Network by licensing video from sources such AP, iVillage, and Ivanhoe Broadcast News, and then packaging them into channels for distribution to affiliate sites via the Jambo video player. The videos are supported by a variety of advertising formats, so the websites get fresh content and earn ad revenues in the process. Affiliate sites can choose which channels to receive while customizing the look and feel of the video player.*

*The robust and scalable infrastructure of the Limelight Network CDN was engineered to meet the challenges of delivering rich media to today's Internet users, by meeting the challenge of the four dimensions of content delivery: increasing object size, entire content libraries, ever-growing audience size, and the immediate availability of every library object, regardless of popularity. Jambo selected Limelight Networks because of the video provider's long-tail library of content, and its need for high-availability and quick response while distributing high-bit rate, high-quality media files.*

About Jambo Media LLC  
Jambo Media, LLC, a leading developer of online video solutions - including JamboCast,

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[JamboTV.com](#) and the [Jambo Video Network](#) - provides simple video services to web publishers of all sizes. For more information, visit [www.jambomedia.com](#).

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