

## Silverlight 2 Customer Evidence and Quote Sheet

### NBC Sports

The broadcast of the Beijing 2008 Olympic Games on NBC Universal Inc.'s **NBCOlympics.com**, where the primary video experience was a custom-built Silverlight player, was a record-breaking success. During the 17 days of the games, the site, which was built by development partner **Vertigo Software Inc.** and leveraged the advanced content delivery network (CDN) of **Limelight Networks**, had delivered 51.9 million unique visitors (106 percent more than for the Athens and Torino games combined) which resulted in 1.3 billion page views, 75.5 million video streams initiated (601 percent more than for the Athens and Torino games combined) and 9.9 million hours of video watched (equivalent of 1,126 years of video). Further, while sites using other, non-Microsoft streaming video technologies had a viewing experience that lasted an average of 3 minutes per user, on the NBCOlympics.com site, the average viewing time was more than 27 minutes per user.

“NBC had plans to create the most ambitious online video event in history — more than 2,200 hours of Olympic coverage in 25 sports in less than 17 days – with 3,500 hours on demand. NBC needed to ensure the experience was versatile, stable, and — above all — engaging and entertaining.”

NBC Sports chose Silverlight 2 because “with such a vast number of events and hours of live and on-demand video, we needed a scalable, flexible platform that would deliver an immersive and engaging experience.”

— Perkins Miller  
Senior Vice President, Digital Media  
NBC Sports and Olympics

### CBS College Sports Network

**CBS College Sports Network**, a division of CBS Sports, within CBS Broadcasting Inc., is a national cable network that televises regular-season and championship events for 35 men's and women's college sports. In addition to its television programming, CBS College Sports Network manages a network of official athletic Web sites that provide live and streaming audio and video for more than 10,000 collegiate athletic events annually. In an effort to increase the video quality and scalability of its solution, and thereby increase both online viewership and viewer “stickiness,” CBS College Sports Network decided to switch its streaming video platform to Silverlight.

“CBS College Sports Network streams more than 20,000 hours of live content annually for our 150-plus college and university official athletic partners, so we demand that our video player environment be both consumer-friendly and robust. Silverlight 2 was the perfect choice to help develop and power our new, exclusive online collegiate sports experience, as it features the best price and performance of any streaming media solution on the market today. Silverlight also gives us the most flexibility in expanding the product in the future as we develop embeddable players and mobile platforms and explore new advertising integration opportunities.”

— Tom Buffolano  
General Manager, Vice President of Digital Programming and  
Subscription  
CBS Interactive-Sports

### Blockbuster

Dallas, Texas-based **Blockbuster Inc.**, the largest chain of DVD and video game rental stores in the world, has long been a pioneer in the rental and purchase of “offline” entertainment. With the rise of various Internet-based entertainment business models, Blockbuster wanted to become a leader in the online delivery of entertainment as well. As such, Blockbuster needed to build an intuitive, easy-to-use rich Internet application that would enable customers to search Blockbuster's huge content repositories and rapidly find the titles and genres they were

interested in. Further, Blockbuster needed a video streaming solution that could both stream high-definition video and scale to enormous levels during peak hours. Blockbuster chose Silverlight for its superior rich Internet application capabilities as well as its leading streaming video capabilities.

“We wanted to build a cutting-edge rich Internet application that enables our customers to search our vast database of content and metadata so they can access movie reviews, watch high-quality movie trailers, and rent or buy movies from our new MovieLink application. Because Silverlight 2 now includes several new rich controls including data grids, advanced skinning capabilities as well as support for the .NET Framework, allowing us to access our existing Web services, we were able to easily maintain the high standards of the Blockbuster brand and bring the application to market in record time.”

— Keith Morrow  
Chief Information Officer  
Blockbuster

### **Democratic National Convention Committee**

The **Democratic National Convention Committee (DNCC)**, the organization that organizes the convention for the Democratic Party, wanted to have a cutting-edge online experience for its 2008 convention in Denver — one that could scale to handle streaming live video for a large online audience. To accomplish its ambitious video quality goal — live, full-screen and high-definition quality — the DNCC chose Silverlight. The DNCC worked closely with **Vertigo Software** to design and build an innovative Silverlight-powered video gallery application, making sure it was both intuitive and visually appealing. On the back end, the DNCC used **Move Networks Inc.**’s compression technology to serve high-quality video via HTTP over **Level 3 Communications Inc.**’s CDN. Furthermore, the DNCC and its partners were able to build the application in just a few months.

The Democratic National Convention’s online video gallery went live at DemConvention.com during the week before the convention in August 2008. The site served live video, gavel-to-gavel, through the entire convention, Aug. 25-28, 2008. During convention week, more than 350,000 hours of high-definition video were watched by DemConvention.com visitors — live and on-demand. By the end of the week, the average Web video viewer had watched 80.4 minutes of DemConvention.com video coverage — an unheard of level of stickiness for an online event.

“We wanted to provide the best-quality video experience to Democratic convention Web visitors. We’re in a business where milestones naturally come every four years, and we wanted to make an impression with video that would be memorable for quite some time — presenting a beautiful video experience with interactive features such as different viewing angles and an easy-to-navigate library. Democrats were poised to present a historic convention. We knew we would have the eyes of the world on us in every medium and we wanted to be sure we introduced the Democratic nominee to a global audience online — with stunning video.”

— Aaron E. Myers  
Director of Online Communications  
Democratic National Convention Committee

### **France Televisions Interactive**

**France Televisions SA**, the French public television broadcaster, wanted to be able to offer its viewers free programming content online, including news programs and other regional shows, on demand from any location in the world. Using Silverlight, France Televisions Interactive — the online arm of the broadcaster — built a video portal on the Internet that provides access to all the news clips produced by all France Televisions channels, including local channels. This represents 25 hours of fresh video content per day with 110 daily television news shows (national and regional shows). For some events (such as the Olympic Games last summer), a dedicated service based on Silverlight 2 was published to provide Web access to the 15 video streams with advanced features (picture in picture). So far, the Silverlight experience has paid off for France Televisions Interactive. For the Olympic Games, its dedicated Silverlight-powered Olympics channel had 200,000 users and 150,000 hours broadcast per day. France Televisions Interactive has similar goals for its recently launched Silverlight-powered News Portal — 200,000 viewed videos per day, with 150 new video clips and 110 news editions per day. France Televisions Interactive chose Silverlight because it is a cross-browser and cross-platform technology.

“As a national broadcaster, our mission is to provide our content to all possible Internet users, whatever their computer configuration.”

Furthermore, France Televisions was able to preserve its existing investment in Windows Media content.

“Silverlight 2 is compatible with all our Windows Media content catalog and existing encoding workflow. We have numerous Windows Media 9 encoders deployed in 70 different locations and we didn’t need to change this with Silverlight.”

Finally, given its throughput and ability to scale, France Televisions Interactive chose Silverlight because it is an “overall cost-effective solution.”

— Philippe Daguerre  
Technical Manager  
France Televisions Interactive

## **Hard Rock**

**Hard Rock Cafe International Inc.**, the Orlando, Fla.-based organization that operates 124 Hard Rock Cafes and nine hotel-casinos in 48 countries and maintains the world’s greatest collection of music memorabilia, launched the Hard Rock Memorabilia Web site in March 2008. The application, designed by creative agency Duncan/Channon and built by development partner **Vertigo Software**, was designed to help bring a sampling of Hard Rock’s vast collection of memorabilia and collectors’ items to a wide audience. The site, built using Silverlight, leveraged the Deep Zoom feature of the plug-in to allow visitors to smoothly zoom in from the entire collection down to an incredible level of detail. Although the site was a huge success from the start, Hard Rock wanted to enable other music-oriented pages and fan sites to embed some of Hard Rock’s memorabilia images into their own pages. Using Microsoft Visual Studio 2008 and Expression Blend 2, Hard Rock, Duncan/Channon and Vertigo Software created a memorabilia widget that will allow fans to embed their favorite items from the collection directly onto their own sites and blogs. The widget is easy to use, as fans can simply grab and embed the code directly in their pages, giving them a Silverlight-powered experience with Deep Zoom capabilities integrated with their own content.

“We were thrilled to work with Microsoft to showcase its technology and develop our Memorabilia site in early 2008. Our partnership with Microsoft has been groundbreaking and highly successful. Hard Rock is again at the forefront of innovation and continues to push the envelope by using Silverlight 2 technology to allow the next-generation memorabilia experience on hardrock.com to come alive on artist sites, fan sites and social-networking pages. Using Silverlight 2 we are able to provide music fans with a widget that enables them to capture priceless items from our memorabilia collection and embed them into their digital world as frequently as they want.”

— Sean Dee  
Vice President and Chief Marketing Officer  
Hard Rock Cafe International