

You're not in the streaming business. You're in the viewer retention business. And the fact is, higher resolution means higher retention rates. Our first-ever biometric study proves it: boost bit rates from 1.6Mbps to 5.1Mbps and viewer engagement jumps 10%. Your viewers won't see the difference on their screens. But you'll see it for sure on your bottom line.

MORE BITS. BETTER BUSINESS.

A TWO-SECOND
REBUFFER
IS ENOUGH
FOR DISGUST
TO JUMP

↑ 9%

Higher bit rates can
boost viewer engagement by

↑ 10.4%

GET THE
FULL REPORT

ABOUT AKAMAI

As the global leader in Content delivery network (CDN) services, Akamai makes the INternet fast, reliable and secure for its customers. The company's advanced web performance, mobile performance, cloud security and media delivery solutions are revolutionizing how businesses optimize consumer, enterprise and entertainment experiences for any device, anywhere. To learn how Akamai solutions and its team of Internet experts are helping businesses move faster forward, please visit www.akamai.com or blogs.akamai.com, and follow [@Akamai](https://twitter.com/Akamai) on Twitter.

