

# Nobelprize.org becomes Cloud Enabled

**Nobelprize.org, the official web site of the Nobel Prize, has partnered with Akamai Technologies AB, one of the leading providers of cloud optimization services, to become cloud enabled by using Akamai's Dynamic Site Accelerator (DSA) for distribution and offloading the web site, as well as using HD Streaming for video on demand delivery. As viewers go mobile, so does the video archive on Nobelprize.org, delivering Video On Demand to mobile devices.**

During the annual Nobel Prize announcements in October, Nobelprize.org, the official web site of the Nobel Prize, provides real time coverage of the news and reaches a peak of simultaneous viewers. There is another peak in December when Nobelprize.org streams Nobel Lectures and the Nobel Prize Award Ceremonies. During the 2010 Nobel Prize announcements, the news captured worldwide attention and the live webcasts culminated in a total of 162,000 simultaneous unique visitors. Akamai's global platform, and the ability to accelerate delivery of dynamic content, are important features to secure management of peak visit periods.

Hans Mehlin, Director of Technology at Nobelprize.org, said, *"The Nobel Prize captures international interest and we have experienced a continued increase in web site visitors during the past several years. We want to ensure that our visitors have a good experience – no matter where in the world they are located. Delivery of Nobel Prize announcements and other material on various media platforms has to be reliable. By using the Akamai DSA solution for distribution, we can confidently manage visitor peaks and provide our worldwide audience with a better experience."*

Per Sterner, Sales Manager Nordic Region for Akamai, said, *"We are delighted that Nobelprize.org has chosen our DSA solution to offload and distribute their global web site. Not only can Nobelprize.org provide secure live and on demand streaming by using Akamai's solutions, they can downsize their own infrastructure and save energy and deliver their information in an eco friendly way."*

Nobelprize.org serves as an archive for the Nobel Prize heritage covering the history of the Nobel Prize since it was first awarded in 1901 within Physics, Chemistry, Physiology or Medicine, Literature and Peace. With an inventory of more than 1,200 videos, this material is freely accessible and includes the Nobel Prize announcements, interviews with Nobel Laureates, Nobel Lectures, Nobel Prize Award Ceremonies, Nobel Banquets and TV programs serving the web site's 41 million yearly visitors. When using the HD Streaming and NetStorage solutions from Akamai, Nobelprize.org is offloaded and high quality delivery to both desktops and mobile devices such as iPhone, iPad and Android, becomes simplified.

## Media Contact for Nobelprize.org

### Merci Olsson

Marketing and Communications Director

Phone: +46 738 52 35 95

E-mail: [merci.olsson@nobelmedia.se](mailto:merci.olsson@nobelmedia.se)

## Media Contact for Akamai

Susan Rose

Phone: +46 73 300 30 10

E-mail: [susan@susanrose.se](mailto:susan@susanrose.se)

## About Nobelprize.org and Nobel Media AB

Nobelprize.org is managed by Nobel Media AB, the company responsible for managing and developing media rights in connection with the Nobel Prize. Nobel Media aims to spread knowledge and interest in the Nobel Prize awarded achievements to a global audience, through digital and broadcast media, publishing and events.

Please visit: <http://www.nobelprize.org/>, @Nobelprize\_org on Twitter, [www.facebook.com/Nobelprize.org](http://www.facebook.com/Nobelprize.org), [www.youtube.com/nobelprize](http://www.youtube.com/nobelprize)

*Nobel Media®, Nobel Prize® and Nobelprize.org® are registered trademarks of the Nobel Foundation.*

*Disclaimer: Nobel Media AB is not directly or indirectly involved in the process of nominating or selecting Nobel Laureates. These procedures are strictly confidential and regulated by the Nobel Prize awarding institutions.*

## About Akamai

Akamai® (NASDAQ: AKAM) provides market-leading, cloud-based services for optimising Web and mobile content and applications, online HD video, and secure e-commerce. Combining highly-distributed, energy-efficient computing with intelligent software, Akamai's global platform is transforming the cloud into a more viable place to inform, entertain, advertise, transact and collaborate. To learn how the world's leading enterprises are optimising their business in the cloud, please visit [www.akamai.com](http://www.akamai.com) and follow @Akamai on Twitter.