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Posted Tuesday, November 6, 2007 at 9:51 AM PT

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Level 3 Streams and Other News from SMW

[Level 3](#) (LVL3) will [announce](#) at the [Streaming Media West conference](#) in San Jose, Calif., today that it's adding streaming, including live and high-definition streaming, to its content delivery network services. The company's pricing will match its [disruptive CDN discounts](#), though it will charge a premium for Flash.

Another premium service Level 3 will be offering is [Move Networks](#)' online video distribution platform. Move continues to offer the highest-quality online video viewing experience we've seen, as demonstrated on ABC.com. Level 3 will be integrating Move's technology and reselling it.

Other news from Streaming Media West we've seen cross the wires so far this morning:

- [Inlet Technologies launches new streaming appliances](#)
- [On2 adds support for H.264 encoding](#)

If you stop by the conference later today, I am doing a fun [panel](#) on case studies of online advertising video with some folks you might not normally see at conferences like these — small companies like GPS Maniac, Personality Hotels, and Tubes Networks that are experimenting with getting the word out via online video. We've also got the director of media strategy and content at the Interpublic Emerging Media Lab, which is working closely with Joost.

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