

# Appear ASA – Appear announces strategic expansion with a major North American live news broadcaster

**Oslo, Norway, 8 April 2026, Appear today announces an order from a major live news broadcaster in North America. The total value of the order is approximately NOK 12million.**

The contract follows an initial deployment completed in December 2025 and represents a significant expansion of the customer relationship. The agreement reflects continued momentum in Appear's land-and-expand strategy, with the customer increasing its reliance on Appear's technology for mission critical operations.

"Live news operations are growing in both complexity and scale, requiring the same level of reliability and performance as live sports broadcasts. By expanding in this account, Appear is broadening its customer base to include national news providers, highlighting the trust our customers place in us to support and monitor mission-critical, nationwide content delivery at scale," said Thomas Bostrøm Jørgensen, CEO of Appear.

The new order is driven primarily by increased capacity and scaling requirements. Building on the initial deployment, the broadcaster is expanding its infrastructure to support the management and monitoring of live news content delivered nationwide, as well as enabling internal viewing across its network.

This phase represents a major system upgrade, replacing a legacy IPTV encoding vendor and further consolidating operations on Appear's X Platform. The deployment leverages Appear's existing product capabilities, ensuring high performance, reliability, and operational efficiency without the need for new technology integration.

Key factors driving this expansion include the platform's scalability, robustness, and ability to efficiently handle large volumes of live content. The upgraded system strengthens the broadcaster's ability to monitor both its own channels and other major news outlets, ensuring comprehensive oversight and high-quality delivery.

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## About Appear ASA

Headquartered in Oslo, Norway, Appear designs and delivers high-capacity, sustainable solutions for media processing and live content delivery. The Company's technology enables the capture, transport, and processing of live video from sports stadiums, concert arenas, and other venues to viewers with ultra-low latency, ensuring superior video quality and reliability. Appear serves broadcasters, production companies, content owners and network operators worldwide who rely on its live production technology to deliver the world's most demanding live productions.



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