

Appear ASA - YouTube certification unlocks Tier 2 growth for Appear's new X5 Platform

Oslo, Norway, 24 February 2026, Appear, a global leader in live production technology, today announced that its X Platform has been officially verified by YouTube for Secure Reliable Transport (SRT) live streaming. The verification enables broadcasters, rights holders, and production teams to deliver high-quality, low-latency live content directly to YouTube using Appear's X5, X10 and X20 hardware platforms, ensuring a seamless and resilient streaming workflow for news, sports and live events.

"This certification is a strategic milestone that directly supports our expansion into Tier 2 markets with the launch of our X5 platform," said Thomas Bostrøm Jørgensen, CEO of Appear. "It empowers rights holders without legacy broadcast infrastructure to stream professional-quality live content directly to YouTube using Appear's technology, opening new revenue opportunities and substantially broadening our addressable market."

Across sports and live events, media rights are increasingly owned by local clubs, regional leagues and independent federations that lack professional broadcast capabilities. With Appear's certified solutions, these organisations can now produce, monetise and distribute live content independently while retaining full control over their production, branding and commentary.

For example, regional club-level motorsports can cover events with just 1–4 cameras using the X5, creating a simple and cost-efficient path direct to YouTube distribution. Regional fighting leagues, popular across the APAC region, along with other distributed sports organisations, can deploy compact remote production setups, turning smaller or geographically dispersed events into commercially viable live productions with professional-grade quality.

Beyond sports, the certification opens growth opportunities in adjacent verticals including House of Worship, video podcasts and independent media, fast growing segments that require professional grade live production without access to conventional broadcast infrastructure.

Commercially, the YouTube verification reinforces Appear's reseller-led go-to-market strategy for the X5. As the Company scales a platform built for higher-volume adoption, expansion into Tier 2 segments will be a key driver of growth and operating leverage. By lowering deployment barriers and enhancing the product's value proposition, the certification significantly broadens Appear's addressable market.

From 2026 onward, these segments are expected to represent a core pillar of Appear's growth strategy, increasing product volumes, extending market reach and reinforcing Appear's position as a live technology leaders for remote, direct-to-platform live production technology.

Official press release with Youtube can be found on Appear website: <https://www.appear.net/blog/2026/02/24/youtube-live-content-delivery/>



Press Release
24 February 2026 09:00:00 CET

For further queries, please contact:

IR and media contact - Jo Christian Lund-Steigedal, Corporate Communications AS, +47 415 08 733 |
jcs@corpcom.no

About Appear

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.

This announcement is non-regulatory and made for information purposes only.