



Net Insight appoints Andreas Eriksson as permanent Chief Commercial Officer

Stockholm, Sweden – Net Insight is pleased to announce the appointment of Andreas Eriksson as permanent Chief Commercial Officer (CCO), effective immediately.

Andreas Eriksson has been serving as acting CCO since 15 November 2024 and brings extensive global expertise from the broadcast and media industry. His previous roles include CEO and Head of Sales at Telstra Broadcast Services in Australia, as well as strategic and senior leadership positions with Red Bee Media and Ericsson Broadcast and Media Services. With a wealth of experience both in Sweden and internationally, Andreas has a proven track record of driving growth and strengthen customer relationships.

“I’m very pleased to appoint Andreas Eriksson to this key role on a permanent basis,” says Crister Fritzson, CEO of Net Insight. “With his extensive experience and documented success, Andreas will play a pivotal role in enhancing our commercial operations and positioning us for further expansion.”

For further information, please contact:

Crister Fritzson, CEO of Net Insight AB, +46 8 685 04 00, crister.fritzson@netinsight.net

About Net Insight

Net Insight (Nasdaq: NETI B) provides the highest performing, most open video transport and media cloud technology for content providers as the industry standard for flexibility and service across live contribution, distribution and remote production media workflows.

For over 25 years, the world’s leading content owners, broadcasters, production companies, service providers and enterprises have trusted Net Insight’s Emmy® Award winning Nimbra technology to guarantee media delivery. Today, Net Insight partners with hundreds of customers in over 70 countries to ensure media flows across managed and unmanaged IP networks, and the cloud – from anywhere, to everywhere. It enables customers to get the best from any mix of virtualized, cloud and IP technology and is the only platform to support all the major industry standards, protocols and clouds.

For more information, please visit netinsight.net

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