



## **Net Insight selected to deliver a major network expansion for The Switch**

**Stockholm, Sweden – Net Insight’s next-generation Nimbra platform has been selected by The Switch, a leading provider of production services and global delivery of live video, for a significant expansion of its US network. The deal will create a new 100Gbit fiber network, bringing higher capacity connectivity to key media and sports hubs in the North American market.**

At the heart of The Switch’s multi-phase network upgrade is Net Insight’s award-winning Nimbra 1060 ultra-high capacity media transport platform. Highly modular and redundant, this solution allows the service provider to meet rising demand for more flexible production and distribution services, including remote production.

“The Switch is a market leader in high-quality live video delivery and live production services. We are proud that Nimbra is once again the backbone of its expanded network, extending our long working partnership,” said Net Insight CEO, Crister Fritzson. “The trend towards remote production and high capacity content services is accelerating as broadcasters, sports leagues and enterprise customers meet the demands of content-hungry audiences. The pandemic has compressed adoption timelines as major sports broadcasters, and leagues work to keep live content on air despite travel restrictions and social distancing measures. Audiences demand higher resolution content on any screen and service providers must ensure their networks are future-ready to handle their customers’ evolving needs.”

Designed to enable reliable long-distance media networking across any infrastructure, Nimbra provides a single platform for all media and network functions to manage and allocate resources more efficiently.

Robert Szabo-Rowe, The Switch’s Senior Vice President of Engineering and Product Management commented, “Net Insight’s Nimbra equipment has been at the center of our ability to deliver seamless feeds to our customers for many years. It is a key part of this latest

expansion, allowing us to support a more diverse range of production models that enable broadcasters, streaming services, and other content providers to be future-proofed in today's fast-moving market. We are excited to extend our partnership with Net Insight as we take this important step in preparing our network for the next phase in our evolution."

The new 100Gbit fiber ring network also includes Nimbra 680 carrier-class multiservice media routers and edge compute devices.

**For further information, please contact:**

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**About Net Insight**

*Net Insight (Nasdaq: NETI B) is defining new ways to deliver media, opening up opportunities for content owners, broadcasters, production companies, service providers and enterprises to produce and deliver the future of live sport, news and online content. The company is driving the transformation to IP, virtualization and cloud workflows and has built the market's most open and cloud-ready media delivery platform for contribution, distribution, live production, and orchestration.*

*For over 20 years the world's leading media brands have trusted Net Insight and the company is recognized for having set the benchmark for media transport. Now Net Insight is combining its broadcast heritage and R&D expertise with the deep IP knowledge gained from developing its own streaming solution to evolve Nimbra, its Emmy® Award winning video transport solution, for the new media era. With a strong vision for the future of IP and cloud, Net Insight is helping the world's leading media brands to simply and cost-effectively produce and deliver content to viewers anywhere.*

*Net Insight also offers ScheduALL, a software solution for intelligent resource planning and optimization.*

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**Attachments**

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