



## Ericsson and Net Insight synchronize live streaming

Ericsson (NASDAQ: ERIC) has partnered with Net Insight (NASDAQ: NETI) for use with Ericsson's Unified Delivery Network (UDN), a content distribution service that supports low-latency, live content delivery.

The Sye solution from Net Insight – a leading provider of live streaming, media transport and resource scheduling – is specifically designed to harmonize the viewing experience during live streaming events, ensuring everyone sees the same content at the same time. As a result, viewers can engage with each other on social media without the risk of finding out what happened on someone else's screen before it happens on theirs.

Through the cooperation, Sye will be integrated in Ericsson's UDN offering. The combined solution will result in a superior, highly efficient, global content distribution service.

Ericsson's UDN is a global content delivery platform that facilitates collaboration between content and service providers to create turnkey, value-added services. This is superior to traditional content delivery networks because it uses infrastructure inside service provider networks, distributing content far closer to end users for a superior viewing experience.

Marcus Bergström, General Manager, UDN, Ericsson, says: "By resolving the latency and syncing issues, content and service providers can now create a truly immersive live streaming experience where social interaction on the second screen is harmonized with viewing on the first. Our UDN allows content providers to further monetize and leverage their content in totally new ways while opening it up for service providers to directly participate in the OTT value chain."

Per Lindgren, Senior Vice President, Live OTT, Net Insight, says: "Live events – and especially live sports events – generate the most money in broadcasting. However, the need to adapt to each user's connection speed has made it difficult for the operators of OTT services to fully capitalize on these. By pairing our technology with Ericsson's global network of UDN partnerships, we are well equipped to overcome this challenge."

### Discover Ericsson and Net Insight at IBC Show 2017

Ericsson is an award-winning, global leader in TV and media products and services, with a proven track record in delivering TV and media business transformation for over 25 years. Working with customers around the world, we offer an extensive portfolio of products and services through our Media Solutions and Broadcast and Media Services businesses that span media enrichment, processing, publishing and delivery.

Join us at IBC on Booth # 1.D61 and Balcony Suite BS27 or [online](#) during the event from September 15-19. See you there!

Join Net Insight at IBC Booth # 1.B40 to learn more about our Live OTT solution Sye.

## NOTES TO EDITORS

### About Net Insight

Net Insight's vision is to enable a live and interactive media experience for anyone on earth. Our aim is to lead progress and enable a global media marketplace where live content can be exchanged and interaction among TV audiences can take place in real-time. We want to create the media experience of the future, centered on content.

Net Insight delivers products, software and services for effective, high-quality media transport, coupled with the effective management of resources, all, which creates an enhanced TV experience. Net Insight's offerings span across the entire media spectrum, starting from TV cameras and TV studios, right through to the TV consumers. Our solutions benefit network operators, and TV and production companies, by lowering total cost of ownership, improving their workflow efficiencies and providing them with the ability to capture new business opportunities.

More than 500 world-class customers run mission critical media services using Net Insight's solutions, covering more than 60 countries worldwide. Net Insight is listed on Nasdaq Stockholm.

For more information, please visit [netinsight.net](http://netinsight.net)

### About Sye

Sye is the world's first True Live OTT streaming solution. It includes ultra-low latency streaming as well as functionality to synchronize the individual feeds across devices. True live OTT brings a TV-like viewing experience to anyone regardless of platform, including features such as; instant playback; fast channel changes; seamless ad-insertion; instant network time shift and higher quality of service.

Sye is built around a resilient streaming protocol crafted from the ground up. It is optimized for live streaming, with minimum overhead and maximum network utilization. Sye maintains more than 40% higher video quality compared to traditional file based solutions.

#### For further information, please contact:

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### About Ericsson's UDN

Ericsson's UDN encompasses 68 content providers and 43 operators around the world. Ericsson works closely with these partners to implement the UDN at each operator's network edge, leading to improved service performance and a better user experience. Content providers benefit from optimized delivery of over-the-top services including, but not limited to, high-quality video content and Internet of Things applications.

[Ericsson's UDN](#)

[Net Insight partners with Ericsson to offer end-to-end media contribution solutions to the broadcast industry](#)

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