



Net Insight and Accedo Partner to Deliver Enhanced Live OTT Experiences in Mobile Apps

Partnership offers real time social interaction and synchronized second screen integration in a true live OTT television viewing environment

Las Vegas – NAB 2016, booth #SU3821 – Net Insight, the leading provider of live, interactive and on-demand media transport, today announces its solution partnership with Accedo, a global market leader in TV application solutions to enhance the viewing experience in today's mobile apps when watching live and linear OTT content. The partnership will also reduce time-to-market, when launching new services, for operators and content owners, looking to make use of Net Insight's new true Live OTT solution – Sye – which uniquely synchronizes all TV viewing across multiple screens.

Net Insight and Accedo are working together on a large customer application project, integrating the software development kit (SDK) of Net Insight's Sye solution into the Accedo development framework will enable bespoke user experiences. Furthermore, the integration means content owners can take advantage of the potential in truly live and synced OTT experiences. This includes features such as a smooth, instant and seamless channel swap-by-swiping, real time social interaction, which includes group chats and group invites as well as harmonized casting from app to set top box (STB).

"Net Insight's innovative solution for Live OTT fills a huge gap in the market," said Fredrik Andersson, SVP Business Development at Accedo. "Together we are enabling a totally new viewing experience when watching live and linear content in a truly interactive and social television environment."

"Accedo's strong expertise and know-how in consumer behavior and app development has helped bring forward the new unique possibilities in end user experience," said Per Lindgren, senior vice president Live OTT at Net Insight. "This solution partnership will help both operators and content owners to monetize premium content in an unprecedented and highly profitable way by offering an engaging and enhanced viewing experience that OTT solutions have not been able to provide until now."

For further information, please contact:

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About Net Insight

Net Insight's vision is to enable a live and interactive media experience for anyone on earth. Net Insight delivers media transport solutions that empower broadcasters, content owners and network service providers to activate their audiences by providing a quality-of-experience worth paying for, live and local content that's part of their world and interactive experiences they want to be part of.

The company's solutions enable live, interactive and on-demand media transport, with operational simplicity, to let customers focus on delivering the best possible experience to their audiences. Net Insight's strength lies in enabling lossless video transport at any scale, from live contribution via the Internet, to ultra-high-definition distribution in managed media networks spanning the globe.

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

About Accedo

Accedo's mission is to solve the technology challenges of creating a dynamic video experience across every screen. Accedo provides a comprehensive set of products and services that enable broadcasters, operators, media companies, and consumer electronics manufacturers to readily create and grow engaging OTT video services efficiently and in a user-friendly way.

With headquarters in Stockholm, Sweden, the company has sales and delivery offices worldwide, in London, Madrid, New York, Palo Alto, Los Angeles, Hong Kong, Sydney, Santiago de Chile, Auckland, Budapest and Guadalajara. Customers include Netflix, Sky, NBC Universal and Telstra, and investors include Industrifonden and Acacia.

For more information, please visit www.accedo.tv