



## Net Insight announces latest version of Sye, true Live OTT streaming solution, at IBC 2017

*Announcing new features and new strategic partnerships to secure leadership position in the OTT live streaming space*

**Stockholm, Sweden, IBC 2017 (stand #1.B40) – Net Insight the leading provider in live streaming, media transport and resource scheduling, will unveil the latest version of the world's only true live OTT streaming solution Sye at IBC 2017. The solution, which allows live content to be streamed with ultra-low latency in sync across all devices, will be demonstrated with a unique new network timeshift capability.**

Audiences are increasingly taking control of what, how, where and when they consume content, forcing broadcasters, service providers and other media operators to quickly adapt to the rapid changes taking place across the industry. At IBC 2017, Net Insight will demonstrate True Live OTT, ultra-low latency live streaming with frame-accurate synchronization across devices. With True Live OTT everyone can share the same live experience regardless of platform, uniting the broadcast and OTT audience. Net Insight's IBC 2017 highlights include Network timeshift and HEVC support.

Sye Network timeshift reinvents the concept by supporting instant jumping across multiple streams. What's more, Sye will also preserve all synchronized in-feed delivered metadata, such as scores, stats, or positions. The network timeshift feature will be supported for the entire duration of an event. Network timeshift for Sye will be available in Q4 2017.

Adding support for HEVC (high-efficiency video coding) to Sye introduces bandwidth savings of up to 40 per cent, making the solution ideally positioned streaming 4K, Ultra HD, and 360 content. HEVC will be available in early Q4 2017.

"We're very excited about this next release of Sye. With support for network timeshift, server side ad insertion and HEVC, Sye will take the next step in providing a superior and more engaging OTT viewing experience while letting content owners and rights holders monetize their content in new and better ways," says Per Lindgren, senior vice president Live OTT at Net Insight.

## **Net Insight will demonstrate True Live OTT and Enhanced second screen concepts at IBC:**

- **True Live OTT**  
See how Sye enables live content to be streamed with ultra-low latency and frame-accurate synchronization across devices -supporting instant channel changes, seamless server-side ad-insertion and low startup times.
- **Enhanced Second screen**  
Synchronized live OTT opens up new interactive entertainment possibilities that gives broadcasters, content owners and advertisers new ways to engage with their audience - across any device. With Sye, it's now possible to offer companion content that integrates the second screen seamlessly into the first screen experience. Visit the Net Insight booth to see a demo of how the racing industry is taking advantage of these features to create an engaging, immersive live experience for their viewers.

### **Partnership:**

- **Ericsson UDN** – Net insight, Sye, will strengthen the Ericsson UDN (Unified Delivery Network) offering by integrating True Live OTT across the Ericsson UDN infrastructure. The result is a highly efficient, global content distribution service, benefitting from the reach of the UDN platform, utilizing the infrastructure inside service provider networks. Visit, Net Insight stand #1.B40 and Ericsson stand #1.D61.

### **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. 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)**