



Net Insight Brings World's First True Live OTT Solution to Market

Company's Sye solution solving live OTT content sync and delay challenges to be showcased for the first time at NAB 2016

Stockholm, Sweden– Net Insight, the leading provider of live, interactive and on-demand media transport, today announces the official launch of Sye, the world's only true live OTT streaming solution. Sye allows live content to be streamed with frame-accurate synchronization across any type of screen, including linear broadcast TV, with no delay.

"Sye completely revolutionizes the way live OTT content is experienced, and will disrupt and change industry dynamics in a significant way," said Per Lindgren, senior vice president Live OTT at Net Insight. "It harmonizes live TV to all screens, which for the first time enables real time interactivity and audience engagement, providing new experiences that consumers want to be a part of and are willing to pay for. It also puts service providers back into the OTT value chain with new unique opportunities to generate revenue."

Traditional OTT platforms suffer from delays in content delivery, ranging from seconds to minutes. This makes true live OTT viewing experiences impossible and forces viewers to log out of social and companion apps, and complementary platforms. As a result, OTT's promise of social interactivity is broken and the potential for broader audience engagement and interactivity is lost. By harmonizing all content to all screens Sye offers engaging TV experiences that are unprecedented in the industry. This includes live betting, voting and polling, as well as enhanced social and entertainment interactivity. In addition, companies across the entire media ecosystem have the opportunity to "own" the second screen experience by creating compelling second screen content, such as driver cams in motor racing, where the action is in sync across all screens. This enables viewers of live OTT content to have an immersive television experience without missing a beat of the action unfolding on the first screen.

Sye has already been successfully road tested by Net Insight customer TATA Communications. The proof of concept test included a transcontinental OTT feed from a motor racing event in Singapore and delivered it to the U.K. with no delay between the live linear broadcast of the race and live stream viewed through an app.

"With OTT viewership growing at a phenomenal rate, making the second screen an extension of the first screen experience for live television has huge potential in activating and engaging audiences in new and exciting ways," said Fredrik Tumegård, CEO of Net Insight. "Our expertise and innovation in live television, and experience across the entire media industry, enables us to develop game changing solutions such as Sye, which are shaping the future of media and TV experiences."

To find out more about Net Insight's Sye solution, see it in action, and discuss the future of true Live OTT, please visit the company's stand (#SU3821) at NAB 2016 or visit www.netinsight.net/liveott/ for more information.

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 OMX, Stockholm.

For more information, please visit www.netinsight.net