



Net Insight Enables SIS LIVE to Deliver Live Coverage of Rugby

Stockholm, Sweden – Net Insight, the provider of live, interactive and on-demand media transport, today announces its selection by SIS LIVE, one of the UK's leading broadcast connectivity experts, to ensure audiences can experience the highest-quality live coverage of sports events in the UK. With Net Insight, SIS LIVE can guarantee efficient and reliable live content with the unrivalled Quality of Experience (QoE) expected by consumers around the globe.

Live production of high profile sporting events, such as rugby, is resource intensive. Additionally, traditional OB production limits the amount of live content that can be effectively delivered to audiences. Net Insight's remote production solutions remove workflow bottlenecks caused by these challenges, enabling SIS LIVE to deliver more of the premium live and niche content audiences demand.

"In working with Net Insight for past live sporting events, we knew they were the obvious choice to deliver the unrivalled quality we wanted to deliver," said David Meynell, Managing Director at SIS LIVE. "In a rapidly changing media environment where the 'consumer is king,' audiences can now rest easy, knowing they can enjoy reliable and uninterrupted coverage of their favorite sporting event as the action unfolds."

"We ensure the live and local viewing experiences that earns audience loyalty," says Fredrik Tumegård, CEO of Net Insight. "Our continued relationship with SIS LIVE is an example of how Net Insight is a true industry partner, enabling our customers to take advantage of new business opportunities and meet future growth demands from premium services."

SIS LIVE is deploying Net Insight's media transport solution at UK venues to extend its sporting fibre network to 13 Rugby grounds including Twickenham, the Millennium Stadium, the Olympic Park and Wembley Stadium, in addition to all English Premier League Football grounds. The Nimbra MSRs combine encoding of standard definition, high definition and 4K content with efficient transport in a small form-factor. The result is dense, high-quality and low-latency JPEG2000 capabilities built for top-notch media transport. This offers SIS LIVE's customers the optimum mix of protection services ranging from no protection to full hitless 1+1 protection, on a per service basis. SIS LIVE can now provide seamless return feeds for live interviews and other live content from all event stadia, without fear of latency, for their customers and at their MediaCityUK hub in Salford.

For further information, please contact:

Fredrik Tumegård, CEO of Net Insight, +46 8 685 04 00, fredrik.tumegard@netinsight.net

About Net Insight

Net Insight AB (publ)
Box 42093, SE-126 14 Stockholm, Sweden
Visit: Västberga Allé 9, Hägersten
Office: +46 8 685 04 00. Fax: +46 8 685 04 20
Org.no: 556533-4397. Vat.no: SE556533439701
Email: info@netinsight.net
netinsight.net

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.

In excess of 200 world-class customers run mission critical media services using Net Insight solutions, covering more than 60 countries worldwide. Net Insight is quoted on the NASDAQ OMX, Stockholm.

For more information, please visit www.netinsight.net

About SIS LIVE

SIS LIVE is a leading broadcast connectivity supplier, offering a wide ranging portfolio of products and services. The company operates a comprehensive fibre and satellite network that includes global distribution, streaming services and IP provision and venue connectivity at over 100 different locations.

SIS LIVE is the UK's largest live content distributor, broadcasting over 200 hours of live transmissions worldwide every day supporting multiple contracted and occasional use events. This critical live content is managed, monitored and distributed via SIS LIVE's extensive fibre and satellite network, MediaCityUK and Milton Keynes based teleports and dual network operations centres.

[Connecting the grounds: how SIS LIVE will coordinate Rugby World Cup signals](#)

SIS LIVE also designs and manufactures an innovative, market-leading range of satellite products.

For more information, please contact:

Donna Palumbo, Marketing Manager, dpalumbo@sislive.tv, Tel: +44 (0)1908 865554

www.sislive.tv