



Net Insight Extends Connector Marketplace With Cloud-Based Media Services

The Connector Marketplace is a one-stop-shop for seamlessly adding cloud-based services into media production workflows with full budgeting, billing and financial visibility

Las Vegas – NAB 2017, Booth #SU2806 – Net Insight, the leading provider of live, interactive and on-demand media transport, today unveiled its latest expansion of the Connector Marketplace. The marketplace grew by 700 percent during 2016 and is now expanding to include cloud-based media production services. Net Insight will enable cloud-service providers to offer services to the Connector Community along the media production chain such as transcoding and encoding, graphics insertion and live-streaming.

As media production tools are increasingly offered as cloud-based software services, more and more of media production is moving to the cloud. Net Insight's ScheduALL, paired with the Connector Marketplace, offers the unique capability for media companies to seamlessly combine existing in-house workflows with external services. Through integrated billing, utilizing an external resource or service becomes as simple as using an internal one.

With the addition of cloud-based media services to the Connector Marketplace, it provides subscribers with pay-per-use access to cloud-based media services with full financial visibility and project billing. Not only can they view and book current assets in their workflow, they also can book services and deploy services in seconds during peak times with full cost control and analysis. For service providers, it delivers a high-profile global marketplace to promote available services and resources to the industry.

"As more and more media companies move large parts of their production workflows to the cloud, being able to seamlessly integrate it with existing workflows becomes key," said Net Insight's Martin Karlsson, CTO and vice president product portfolio of Net Insight. "We are constantly looking for ways to add value to our marketplace for our large buyer base, and bringing cloud-based media services to the table fits squarely in that goal."

The Connector Marketplace follows Net Insight's release of the Connector Community at IBC 2016 and is the next step in the company's vision of a Global Media Marketplace. Participants of the Connector Community to date can book and sell satellite and terrestrial contribution services. The platform is available to more than 600 professional media installations of ScheduALL across the globe including some of the world's largest broadcasters.

Net Insight is currently lining up partners with cloud media assets to serve as providers on the Connector Marketplace to be commercially available in the second half of 2017.

See a live demonstration of the Connector Marketplace by visiting Net Insight's Booth #SU2806 at NAB 2017, 24-27 April

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