



Net Insight Hands Remote Production Capabilities to Denmark's TV 2 For Live Sports Coverage

To support cost-effective production of live handball content for Danish state-owned broadcaster

Stockholm, Sweden – Net Insight, the provider of live, interactive and on-demand media transport, today announces that, in conjunction with Danish partner Borch Teknik A/S, the company's media transport solution has been deployed by Denmark's TV 2 to expand coverage of live handball matches to meet the rise in demand for the sport in the country. The state-owned broadcaster is using Net Insight's Nimbra solution to enable remote production of live content in a highly cost-effective and profitable way.

To satisfy growing viewer demands for sports, broadcasters are tasked with cost effectively and efficiently transporting live, high-quality content across networks. The main obstacle to achieve this in the past has been technology, which has been limited by the use of many legacy interfaces, and limitations in network capacity that has driven the use of heavy compression, creating longer delays and lower video quality. These long delay times have made it difficult to remotely control cameras and the feedback loop has been too slow for producers to work with fast moving content. With the unique low-latency compression capabilities of Net Insight's media transport solution, TV 2 has overcome these challenges and is able to produce more content with fewer resources.

Net Insight's solution means less equipment and personnel are needed on site to cover live events, which not only saves time and money, but also frees up precious resources that can be employed elsewhere to create more live content and generate new revenue streams.

TV 2 can now use smaller vans on site, instead of fully loaded outside broadcast (OB) trucks, while maintaining the highest-quality production and deliver live handball match content to TV 2's central broadcast facility, while ensuring the lowest possible end-to-end delay.

"Handball is one of the most popular sports in Denmark, so there is a great interest for viewing this," says Henrik "BOB" Frederiksen Head of Production TV 2/SPORT. "Net Insight enables us to conduct parallel productions at different handball arenas across Denmark with lower costs and fewer resources, allowing us to provide our audiences with more live handball matches with the highest possible quality. The solution is also used for other sports events as well as the recent Danish general election"

"As the live events industry flourishes, driven by greater demand, changes in viewing behavior, and the search for new revenues, our media transport solutions are perfectly matched to deliver on the challenges broadcasters face in live event productions, both now and in the future," says Fredrik Tumegård, CEO of Net Insight. "Our TV 2 implementation is another great example of how our solutions are helping broadcasters achieve their live event goals."

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.

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 netinsight.net

About TV 2 Denmark

TV 2 DANMARK A/S is the company behind Denmark's most-watched channel, TV 2. TV 2 DANMARK A/S is owned by the Danish state and the public service channel TV 2 is operated on a commercial basis. TV 2 aired on October 1, 1988. TV 2's range of programs includes news, documentaries and lifestyle, entertainment, sports, Danish fiction, current affairs, films, morning television and children's television. TV 2 is the channel that broadcasts the most hours of Danish TV and has most first releases - and TV 2 is the main channel that broadcasts most news hours. Additionally, TV 2 DANMARK operates the TV channels TV 2/NEWS, TV 2/ZULU, TV 2/CHARLIE, TV 2/FRI and TV 2/Sport.

TV 2 DANMARK A/S has approximately 1,000 employees located in Odense and Copenhagen. For more information, please visit www.tv2.dk

About Borch Teknik

For more information, please visit www.borchteknik.dk