



## Sky News Arabia Selects Net Insight for Global News bureau network

*Net Insight enables high-quality live media contribution over the Internet*

**Stockholm, Sweden – Net Insight, the leading provider of live, interactive and on-demand media transport, today announces that the Arabic news and current affairs channel broadcaster Sky News Arabia has selected the company's award winning media over Internet solution to connect news bureaus globally.**

Sky News Arabia is building a new global content contribution platform connecting 10 global news bureaus with its main hub in Abu Dhabi, UAE, and turned to Net Insight for the company's cost-effective media contribution over Internet solution, the Nimbra VA series with MPEG-4 encoding. The Arabic news and current affairs channel broadcaster will also use Net Insight's service-centric network management system, Nimbra Vision, for easy at-a-glance overview of the network, service health and performance.

Live transport of broadcast quality video over the Internet has long been considered impossible. And while the Internet was never designed to handle the demands of broadcast services, new solutions have emerged that bridges the gap between the best-effort nature of the Internet and the high reliability and quality requirements of high quality broadcasting. Now broadcasters have the ability to enjoy the same benefits offered by the Internet, such as vast reach and cost-effective price models, as the consumer market has done for years. The Nimbra VA enables broadcasters to use Internet grade transport while maintaining the same strict broadcast quality standards they have become accustomed to.

"By selecting Net Insight we are improving the availability and quality of our global bureau production," said Suresh Kumar, CTO at Sky News Arabia. "One of our reasons for choosing Net Insight's solution is a flexible and dynamic tool to interconnect our wide spread international sites."

"This Middle East is an important territory for Net Insight and we are steadily growing in this market," said Fredrik Tumegård, CEO of Net Insight. "Our increased attention and efforts in the Middle East will continue to strengthen our local position and this project represents a significant step forward for our award-winning Nimbra VA platform in this region."

Net Insight delivered the equipment during the first quarter and the installation is now in its final stage.

**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, Stockholm.*

**For more information, please visit [netinsight.net](http://netinsight.net)**

**About Sky News Arabia**

*For more information, please visit [www.skynewsarabia.com](http://www.skynewsarabia.com)*