



## Net Insight Unveils New Brand and Company Transformation

*Customer-centric repositioning designed to meet market potential of media landscape evolution*

**Stockholm, Sweden – Net Insight, the provider of live, interactive and on-demand media transport, today announces it is leveraging its vision, expertise and focus on partnerships to shape the future of the media industry and take its first steps in the company's transformation to a more customer-centric business orientation.**

The industry is evolving rapidly as consumers take control of the way they consume entertainment content. This is forcing the media and entertainment ecosystem to adapt by providing engagement and rewarding experiences to stay competitive. Net Insight's new brand represents the company's drive to help customers bring value to the TV consumer by providing a quality of experience worth paying for, delivering live and local content that makes them a part of their world, and supporting interactive experiences that consumers want to be part of.

"As a true partner, visionary and expert in the industry, Net Insight is positioned to drive the media ecosystem and activate audiences to stay competitive," said Fredrik Tumegård, CEO of Net Insight. "We are enabling our customers to capitalize on all the benefits the new media world has to offer by delivering the engagement, content and quality that audience demands, while delivering a rewarding experience consumers cannot get anywhere else."

During his tenure at Net Insight, Tumegård, who was appointed CEO in November 2013, has led the company's transformation and forward momentum to keep pace with industry demands. Under his leadership the company has expanded its customer base, where 75% of the customers recommend Net Insight, and achieved high growth figures for 2014 and the first quarter 2015.

"Net Insight's investment in its new brand initiative supports a clear path to realize our long-term vision and goals," said Anna Karin Verneholt, Net Insight's vice president marketing and communications. "Our impressive history of innovation and success, combined with our current commitment to evolve, has set the stage for a successful transformation to satisfy the needs of the global media ecosystem."

As a reflection of the new brand, Net Insight today unveiled a new website ([netinsight.net](http://netinsight.net)). The website and brand launch is the first of a series of events planned to drive the company's transformation.

### For further information contact:

Fredrik Tumegård, CEO of Net Insight, +46 8 685 04 00, [fredrik.tumegard@netinsight.net](mailto:fredrik.tumegard@netinsight.net)  
Anna Karin Verneholt, VP Marketing and Communications & of Net Insight, +46 8 685 04 00, [anna.karin.verneholt@netinsight.net](mailto:anna.karin.verneholt@netinsight.net)

## **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](http://netinsight.net)*