

Net Insight to Launch "Activate Your Audience" Concept at IBC 2015

New vision to drive better audience engagement, generating more revenue for entire media ecosystem and rewarding experiences for TV consumers

Stockholm, Sweden – At IBC 2015, Net Insight, the leading provider of live, interactive and on-demand media transport, will launch its "Activate Your Audience" concept, reinforcing the company's strength and ability in enabling customers to grow their businesses by addressing the emerging challenges shaping the future of the broadcast and media landscape, and offer rewarding experiences that activate television audiences.

As broadcasters and service providers look to ramp up content to meet the growing demands of TV consumers, Net Insight enables them to do this more competitively through solutions such as remote production and customer provisioned networks. These solutions offer greater efficiencies in creating live TV, such as coverage of tier-2 and -3 events, which enables better engagement with television audiences and creates new opportunities for the entire media ecosystem.

"Net Insight brings more than just content volume and content quality to the table, we strongly believe in bringing back engagement to the TV experience and giving audiences more than just content," said Fredrik Tumegård, CEO at Net Insight. "Our aim is to help broadcasters and service providers activate their audiences by enabling them to offer a quality of experience (QoE) TV consumers want to pay for, live and local content that makes them a part of their audience's world, and compelling interactive experiences that television consumers want to be a part of."

At IBC this year, Net Insight will discuss how the company is best positioned to leverage industry shifts by offering customers the opportunity to unlock a world of new content and services. Through its "Activate Your Audience" concept Net Insight will highlight its latest product offerings relating to more efficient ways of producing television combined with customer provisioned networks that enable more flexible and cost-efficient live and file-based workflows. These changes will facilitate the transformation into the future of virtualized and distributed production environments.

To find out more about the vision, expertise and industry foresight behind Net Insight's "Activate Your Audience" concept, please visit the company's IBC booth (stand #1.B40).

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

For more information, please visit netinsight.net

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