

Net Insight Sees Self-Provisioning As Future for Modern Media Networks

Company to discuss how self-provisioning offers innovative way for service providers to differentiate network services for broadcasters

STOCKHOLM – At IBC 2014 Net Insight, a leading provider of efficient and scalable transport solutions for media, IP and broadcast networks, will discuss how broadcasters can self-provision media transport services in a service provider network without the involvement of the operator, increasing service reliability and eliminating human error. In addition, through self-provision services, the company will show how service providers can expand their portfolio and provide more flexible and dynamic services to its broadcaster customers, offering pay-per-minute pricing with immediate cost control.

In today's competitive landscape service providers strive to offer video services with greater flexibility to customers, resulting in faster deployments and dynamic activation of new services. This increased network complexity drives the demand for improved end-to-end manageability, which requires more intuitive network management solutions. With customer self-provisioning, broadcasters can simplify workflows for occasional use by utilizing service provider networks to transport media traffic whenever needed, while preserving high-end media service requirements, including low packet loss, jitter and wander. Furthermore it gives broadcasters full control of the transmission costs in real time.

As self-provisioning of video services is introduced on demand bandwidth will increase, enabling service providers to operate network capacities more efficiently. By handing over the provisioning of services to customers, service providers can radically cut operating expenses.

"Our self-provisioning solution is the only offering that allows for full automation of on-demand network services over existing legacy IP networks, while maintaining the service quality expected by the broadcast industry," says Thomas Wahlund, manager business development at Net Insight. "The Nimbra platform is being recognized by service providers for significantly simplifying network operations, while reducing staffing requirements and allowing for better asset utilization which results in cost savings when deploying and configuring new services."

To find out more about how broadcasters and service providers can benefit from introducing customer self-provisioning in media networks, as well as discuss how Net Insight's solutions enhance QoS, improve efficiency and optimize networks in general, visit the company's stand at IBC 2014 (#1.B40).

For further information, please contact:

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About Net Insight

Net Insight delivers the world's most efficient and scalable transport solution for Broadcast and IP Media, Digital Terrestrial TV and IPTV/CATV networks.

Net Insight products truly deliver 100 percent Quality of Service with three times improvement in utilization of bandwidth for a converged transport infrastructure. Net Insight's Nimbra™ platform is the industry solution for video, voice and data, reducing operational costs by 50 percent and enhancing competitiveness in delivery of existing and new media services.

More than 200 world class customers run mission critical video services over Net Insight products in over 60 countries. Net Insight is quoted on the NASDAQ OMX, Stockholm.

For more information, please visit www.netinsight.net