

## Net Insight Sye Wins 2016 Fierce Innovation Awards: Telecom Edition and Named "Best in Show" Winner

*Judges from major telcos impressed with how true live OTT enables service providers to gain competitive advantages, open up new revenue streams and address market trends*

**Stockholm, Sweden** – Net Insight, the leading provider in media transport and resource scheduling, today announces that its Sye true live OTT solution, the world's first and only OTT offering that delivers live content with low delay and synchronized across all screens, has won the *2016 Fierce Innovation Awards: Telecom Edition* in the Multiscreen Delivery category. Sye was also named among the "Best in Show" winners in the Best Service Agility Solution sub-category.



An exclusive panel of judges from major telecommunications companies including Verizon, TeliaSonera, Comcast, Sprint, and T-Mobile evaluated solutions based on their effectiveness, ease of use, ROI, true innovation and end-user impact for the *Fierce Innovation Awards: Telecom Edition*, while also reviewing their ability to enable service providers to gain competitive advantage, uncover new revenue streams and seamlessly react to market trends, for the additional *Best in Show* honors. Net Insight demonstrated that it met all the criteria laid out to scoop the two accolades, highlighting the huge potential Sye holds in having a profound impact in the media, broadcast and telco space.

Until now OTT TV viewers watching live content have been in danger of hearing about what's happening at a live event before they have actually seen it on their screen, thereby spoiling the live excitement and destroying social interaction in real time. Sye solves this critical issue by giving the OTT audience the ability to see the winning penalty/home-run/goal or basket scored at exactly the same time, irrespective of the screen they are watching. This gives a seamless viewing experience cross-platform and also enables the second screen to provide complementary and enhanced content and data. This opens up significant new business opportunities via enhanced viewer engagement, new advertising paths, monetizing services with value added applications, as well as enabling user interactivity in gaming, true live interactive betting, voting and polling.

"Being judged by some of the major players in the telco industry for the *Fierce Innovation Awards: Telecom Edition* and then to also be named among the *Best in Show* winners,

demonstrates just how innovative and revolutionary Sye truly is," said Per Lindgren, senior vice president of Live OTT at Net Insight. "Sye represents a major breakthrough in terms of how live television is consumed, how live OTT content can be monetized in new and unprecedented ways, and the potential it holds for shaping the OTT market."

The *Fierce Innovation Awards: Telecom Edition* is a carrier-reviewed awards program from the publisher of *FierceWireless*, *FierceTelecom* and *FierceCable*.

#### **About Net Insight**

*Net Insight's vision is to enable a live and interactive media experience for anyone on earth. Our aim is to lead progress and enable a global media marketplace where live content can be exchanged and interaction among TV audiences can take place in real-time. We want to create the media experience of the future, centered on content.*

*Net Insight delivers products, software and services for effective, high-quality media transport, coupled with the effective management of resources, all, which creates an enhanced TV experience. Net Insight's offerings span across the entire media spectrum, starting from TV cameras and TV studios, right through to the TV consumers. Our solutions benefit network operators, and TV and production companies, by lowering total cost of ownership, improving their workflow efficiencies and providing them with the ability to capture new business opportunities.*

*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 FierceMarkets**

*FierceMarkets, a division of Questex, LLC, is a leader in B2B e-media, providing information and marketing services in the telecommunications, life sciences, healthcare, IT, energy, government, finance, and retail industries through its portfolio of email newsletters, websites, webinars and live events. Every business day, FierceMarkets' wide array of digital publications reaches more than 2 million executives in more than 100 countries.*

*Current publications include:*

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