



## **Pirelli World Challenge Chooses AerNow and Net Insight to Deliver Innovative and Immersive Motor Sport Fan Experience for OTT Audiences**

*Solution allows race fans to follow personal choice of synchronized live streams, including driver cam views of their favorite driver, on OTT devices complemented with real-time statistics and data*

**Long Beach, CA: Pirelli World Challenge, North America's top production car-based racing championship, has chosen AerNow, a global platform for rendering immersive universal live experiences, and Net Insight, a leading technology provider in media transport and resource scheduling, to deliver a synchronized, ultra-low delay livestreaming solution, that enhances the motor sport fan experience with immersive OTT capabilities. The parties are aiming at launching a first commercial trial with Pirelli World Challenge rights holders in the fall.**

The solution includes synchronized live streams from driver cams in each race car as well as several live streams from strategic positions around the track. Viewers can access all live feeds from their OTT devices, giving them the option to choose which driver or what car they want to follow more closely. They can also choose to view multiple cameras, from multiple cars, at the same time, directing their own experience throughout the entire race. To elevate the experience even further, the live streams are complemented with real-time statistics and data from both drivers and cars, resulting in a truly engaging and immersive experience.

The solution is unique, as it provides synchronized live feeds, allowing all fans to see the same live content at the same time. This creates a much better social experience where fans can stay connected to their online communities without having to worry about spoiling the experience for everyone else. Combined, the ultra-low latency and sync allows for harmonizing the live feeds on the OTT platform with the linear broadcast.

“Allowing the fans to follow their preferred driver in various camera angles, or in head to head mode between two opponents, will create new & amazing viewing experiences”, said Greg Gill, president and CEO of Pirelli World Challenge. “Motorsport coverage is one of the most complex environments for live event broadcast & streaming – and there’s no room for error. In addition, motorsports is a social sport. In today’s world, that includes social media sharing of key event milestones. That is why it is so important that every viewer see the race content at the exact same time whether it is broadcast or through mobile streaming. As we build out this capability we think our fans watching the Pirelli World Challenge Live Stream on Motor Trend on Demand are going to appreciate this new experience.”

At NAB 2017, Net Insight and AerNow will demo how SYE will transform motorsports experiences for teams, sponsors, and fans. Show attendees will be immersed in a racing experience across multiple screens – connecting real-time data and video aggregation at

network speeds. To see how media meets network and tech, visit Net Insight's booth, South Hall: Stand #SU2806.

"AerNow, Pirelli World Challenge, and Net Insight set out with a shared vision -- to create the next generation immersive motor sport fan experience and we did it," said Darcy Lorincz CTO of AerNow. "This collaboration with Net Insight is changing the race in motorsports content and entertainment experiences via the latest innovation in contribution & delivery. The new unified solution demonstrates the immense possibilities for our customers and partners like Pirelli World Challenge and their rights holders, to engage new audiences."

"This is a truly live OTT experience that complements and elevates the linear broadcast, driving people to use both screens, staying engaged for longer periods of time." said Per Lindgren, senior vice president of Live OTT at Net Insight. "Our combined bench of deep expertise, along with our technology, demonstrates how broadcast now meets streaming, and mobile for the most engaging sports viewing experiences. This is just the beginning of this new world of sports entertainment."

**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. 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 AerNow**

AerNow powers brands and content producers to create new value through innovative visual experiences. A unified platform for managing, distributing and monetizing live and on-demand content, AerNow lets creators and publishers activate audiences through universal experiences, integrated data and user-controlled viewing across web, mobile, and set-top devices. With software and hardware spanning the entire "glass to glass" content capture, management and

distribution process, AerNow provides an unprecedented solution that vastly simplifies and enhances the way visual content is created and consumed. For more information, visit [www.aernow.com](http://www.aernow.com).

### **About Pirelli World Challenge**

The Pirelli World Challenge is a [North American auto racing](#) series that is managed by WC Vision and sanctioned by the [United States Auto Club](#) (USAC). The World Challenge series was born in 1990, and celebrated its 25th anniversary season in 2014. The series consists of seven driver classifications and six classes of vehicles: [Grand Touring](#) (GT), GT Cup (starting in 2017, fields Porsche 991 GT3 Cup, Lamborghini Super Trofeo, and Ferrari Challenge), GTS, [Touring Car](#) (TC), "Touring Car B-spec" (TCB) since 2012, and "Touring Car A" (TCA) since 2014