

Net Insight's Sye Builds On Industry Recognition With Two New Streaming Media Honors

Innovative true live OTT solution scoops Streaming Media's 2016 European Readers' Choice Award and is recognized in the magazine's 2016 Streaming Media Europe 101 list

Stockholm, Sweden – Net Insight, the leading provider in media transport and resource scheduling, today announces that it has been honored with two separate accolades from Streaming Media magazine for its Sye true live OTT solution. The company has won the 2016 European Readers' Choice Award in the "Multiscreen Solution" category, while also being included among the magazine's 2016 Streaming Media Europe 101 list – made up of companies that matter most in the European online video market.

The recognitions add to the honors already bestowed on the company's Sye solution, while strengthening Net Insight's reputation for empowering its customers to monetize content, develop new business models and generate new revenue streams, by helping them to bring engaging live and interactive television experiences to their audiences.



Today, television viewers want to have content available at their fingertips anywhere at any time, and have a television experience that is both engaging and relevant. Watching live content OTT, however, has drawbacks – it is not in synch with live linear TV – forcing consumers to log out of social and companion apps to ensure live TV experiences are not ruined by hearing a goal has been scored in a soccer match or that a touchdown has happened in the Super Bowl final before it happens on their screen.

Sye is an industry game changer in this respect. It transforms mobile devices from a TV substitute to be part of a seamless, enhanced viewing experience. And, for the first time, OTT providers, content owners and media service operators can "own" the second screen experience and create compelling second screen content that interacts with the first in ways that have not previously been possible, such as driver cams, where the action is in sync across all screens. This provides viewers with truly immersive live television in a way they have never experienced before.

"Through the Sye solution Net Insight is changing the way live OTT television is both delivered to and watched by television audiences around the world," said Per Lindgren, senior vice president of Live OTT at Net Insight. "These Streaming Media honors represent further recognition of Sye's potential to completely change the dynamics of live TV as we know it,

keeping audiences active and engaged, and helping broadcasters and content owners to deliver live and interactive television.”

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

About Streaming Media

Streaming Media, an Information Today Inc. company, is a diversified news media company serving and educating the streaming media industry and community. Originally founded in 1998, the company was sold by Penton Media to Information Today Inc. in December of 2002. Our business consists of three core areas: StreamingMedia.com, exhibitions and conferences, and research and publications. Lead by a team of recognized industry experts, Streaming Media is dedicated to providing industry professionals and corporations utilizing digital media technology with global real-time news, resources and services through editorial, discussion lists, feature articles, and much more.

For more information, please visit www.streamingmediaglobal.com