

Net Insight's Sye Earns Outstanding BTR Diamond Technology Review Score

True Live OTT solution awarded four Diamonds in Broadband Technology Report's 2016 Diamond Technology Reviews.

Stockholm, Sweden – Net Insight, the leading provider in media transport and resource scheduling, today announces that its Sye solution, has achieved a high score of 4 out of 5 in the BTR Diamond Technology Review awards. Sye, which is the world's first and only true live OTT streaming technology, solves the issues of both delay and synchronization in delivering OTT content across multiple screens, enabling a new world of monetization possibilities.

Today live OTT content being viewed on different devices and screens are not in step with live linear broadcast transmissions, or with each other. This lack of synchronicity is spoiling the live television experience, as audiences watching live OTT video are not able to view the same content at exactly the same time. Sye solves this by enabling frame-accurate synchronization with extremely low delay and no buffering.

The BTR Diamond Technology Reviews recognize some of the top products and solutions available to the cable industry as determined by a panel of cable telecommunications engineering experts.

"Diamond Judges examined each product for their potential impact on the market both in respect of innovation and for the commercial opportunities they present," said Rob Stuehrk Publisher of Broadband Technology Report. "Net Insight's Sye is clearly a transformational product, and the opportunities that it can potentially open up for incremental revenue streams and the possibility to drive new types of audience engagement, the likes of which have been impossible to achieve in the past, is what made this solution stand out."

By harmonizing live content delivery to all screens, Sye opens up new and exciting opportunities to create a better quality of experience (QoE), allows for more engaging and interactive live TV to be generated, and enables media companies across the entire industry to monetize live content in unprecedented ways. Rights holders, for instance, can provide harmonized multi-screen experiences, allowing them to show complementary as well as more personalized content on the second screen, in sync with main broadcast feeds, enabling content owners to reach out directly to consumers without "cannibalizing" revenue from existing rights holders. Moreover, this greatly enhances the overall viewing experience, driving viewers to first screen events and opens up a conduit to generate revenue from the second screen.

Also, by allowing audiences to select the second screen content they want to watch, such as driver-cams and player cams during live sports events, in sync with live linear TV, Sye also enhances viewer engagement, and opens up the possibility to add live statistics, live real-time recommendations and alternative commentary, as well as offering real time betting, voting and polling. Also, if a viewer wants to see a second screen point of view camera angle on the first screen, Sye allows them to seamlessly flip between content with a simple swipe, providing a new type of live viewing experience that keeps audiences engaged and active. Furthermore, a synchronized delivery to all screens creates the opportunity for more integrated social interaction around live events, enabling viewer communities to be created, which can be a real boon in terms of customer loyalty, reducing churn and attracting new subscribers.

"The score awarded for Sye from the BTR Diamond Technology review panel reinforces the value and commitment Net Insight places on developing new and innovative products," said Per Lindgren, senior vice president of Live OTT at Net Insight. "To achieve a score of 4 is indicative of Sye's ground-breaking qualities, highlighting why this is such an exceptional product. It will make the second screen a platform for audience engagement, offering new levels of interactivity and personalized TV delivery, and will have a huge impact across the media and broadcast industry."

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 Broadband Technology Report

Broadband Technology Report (BTR), is the cable and telecom industry's premier source for product and technology news, and is the most successful and fastest growing online outlet for product information and deployments; reviews and rankings; technology expertise; and buyer/seller facilitation. BTR's portfolio includes online, print and video assets, all designed to help network operators build, upgrade and maintain high-performance communications networks. BTR, backed by more than 70 years of combined industry experience, delivers its email, online, print and video production services to more than 24,000 subscribers. If you are interested in subscribing, consult <http://www.btreport.net/subscribe.html>.

About the Diamond Technology Review Program

The BTR Diamond Technology Reviews ("the Diamonds") is a renowned industry program that was developed to recognize some of the top products and solutions available to the cable industry as determined by a stellar panel of cable telecommunications engineering experts. Engineering executives from Time Warner Cable, Bright House Networks, Suddenlink Communications, Comcast, Charter and Cox, and several expert consultants, were among the third-party judges for the 2016 "Diamonds." Every year, BTR invites vendors to submit written information about products/solutions that have been released or upgraded since the previous year's SCTE Cable-Tec Expo (October 2015). Criteria used in the Diamonds rankings include, first and foremost, unique technology or application thereof, innovation, ease-of-use, efficiency, reliability and contribution to profitability.