

Net Insight's Sye solution selected by SIS to deliver live content to global bookmakers

*Sye enables live feeds to be delivered to betting shops
with lowest possible delay*

Stockholm, Sweden – Net Insight, the leading provider in media transport and resource scheduling, today announces that SIS, a leading supplier of products and services to the online and retail betting markets, has selected Net Insight's Sye solution to provide delivery of live betting content to betting shops and bookmaker trading rooms worldwide.

The partnership, which secures SIS as a Net Insight preferred partner for the global betting market, will enable live content from SIS' extensive portfolio to be delivered to betting shops and trading rooms across Net Insight's ultra-low latency Sye platform. The move further provides clients with a cost effective, highly-reliable and differentiated product set that allows them to compete in various markets. SIS's decision to implement Net Insight's Sye ensures a more cost effective video delivery over the internet than traditional satellite services.

Sye will provide content from SIS channel playout services to SIS set-top boxes in betting shops and trading rooms around the world, with the Sye streaming Software Development Kit (SDK) client integrated into the local set-top box.

The SIS-operated Sye streaming Content Delivery Network (CDN) will be easy to scale up and add multi-screen support also to mobile devices.

"Our partnership with Net Insight and their Sye platform enables SIS to deliver more content and be more flexible in our service delivery to our customers," said Dave Gill, Head of Streaming for SIS. "Using Net Insight's Sye makes sense as it can deliver improved ultra-low latency, live streaming in a betting environment where every second counts."

"Sye is a forward thinking, game changing solution for the OTT market and this win, targeting bookmakers, shows one of many possible solutions of Sye," said Fredrik Tumegård, CEO of Net Insight. "With our innovative technology and SIS' strong presence in the sports and betting market we are confident that our partnership can bring new innovative services to this market."

The initial order value for the first phase is less than SEK 1 million and implementation will take place before year-end.

Net Insight launched the Sye solution in the second quarter this year. Sye is developed to bring back a live and interactive TV experience for TV users over the internet. The Sye solution has a diversity of applications and can, as in this case, be deployed as a video delivery solution over internet to bookmakers.

For further information, please contact:

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This information is information that Net Insight AB is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out above, at 08.55 CET on September 30, 2016.

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 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 SIS

SIS (Satellite Information Services Ltd) is a leading supplier of products and services to the online and retail betting markets and has been at the heart of global bookmaking for more than a quarter of a century. SIS delivers multiple channels of live racing, data and commentary from racecourses and greyhound tracks in the UK, Ireland and across the world.

In addition to trusted satellite delivery, SIS has developed its own low latency streaming platform - SIS Stream, which delivers quick, secure and high quality pictures, data and virtual content across the globe.

SIS continues to develop innovative solutions to suit bookmakers at all levels of the industry, and now provides competitive pricing for UK, Ireland and international horse racing, along with greyhounds and other sports via its Trading Services offer.

In late 2015, an innovative new suite of on-demand racing games were launched, offering six times more betting opportunities than regular scheduled virtual products. The portfolio now includes 2D and 3D horseracing, greyhounds, cycling and themed novelty variations.

SIS is proud to be the official data partner of Spanish football, offering live data from more than 2,500 matches covering three leagues, plus two cup competitions per season. Data includes pre-match, in-running and post-match.

For more information about SIS please visit www.sis.tv