



Net Insight's Sye Wins TV Technology's Best of 2016 NAB Show Award

Net Insight's unique Sye solution for true live OTT recognized for innovation and performance

LAS VEGAS, NAB 2016 – April 20, 2016 (booth #SU3821) – NewBay Media, the publisher of TV Technology, has announced that Net Insight, the leading provider of live, interactive and on-demand media transport, has been awarded one of the industry's most prestigious technology honors, the Best of Show Award, at the 2016 NAB Show in Las Vegas. Net Insight has won the award for its ground-breaking new solution [Sye](#).

NewBay Media's Best of Show Awards are evaluated by a panel of engineers and industry experts, and are selected based on innovation, feature set, cost efficiency and performance in serving the industry.

Net Insight's Sye completely revolutionizes the way live OTT content is consumed and will disrupt and change industry dynamics in a significant way. It harmonizes live TV to all screens enabling a true live OTT experience, which uniquely enables real time social interactivity and enhances audience engagement, providing new experiences that consumers want to be a part of and are willing to pay for. It also puts service providers back into the OTT value chain with new unprecedented opportunities to generate revenue.

"Recognition with an award at the NAB Show from NewBay Media's Broadcast & Video Group is a strong vote of confidence and admiration from our leading industry publications," said NewBay Media Broadcast & Video Group Vice President & Group Publisher Eric Trabb.

"OTT viewership is growing at a phenomenal rate, which means making the second screen an extension of the first screen experience has huge potential in activating and engaging audiences in ways that have not previously been possible," said Fredrik Tumegård, CEO of Net Insight. "We have great expertise and innovation in live television, and experience across the entire media industry, which enables us to develop game changing solutions such as Sye. This award recognizes our commitment to deliver such solutions to ensure our customers are at the forefront of the industry and remain competitive right across the media and broadcasting landscape."

For further information, please contact:

Fredrik Tumegård, CEO of Net Insight, +46 8 685 04 00, fredrik.tumegard@netinsight.net

About Net Insight

Net Insight's vision is to enable a live and interactive media experience for anyone on earth. Net Insight delivers media transport solutions that empower broadcasters, content owners and network service providers to activate their audiences by providing a quality-of-experience worth paying for, live and local content that's part of their world and interactive experiences they want to be part of.

The company's solutions enable live, interactive and on-demand media transport, with operational simplicity, to let customers focus on delivering the best possible experience to their audiences. Net Insight's strength lies in enabling lossless video transport at any scale, from live contribution via the Internet, to ultra-high-definition distribution in managed media networks spanning the globe.

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