

Net Insight Demonstrates Sye True Live OTT Dynamic Server-Side Ad Insertion at NAB 2017

Optimize your live OTT ad delivery - increase impressions and view times

Stockholm, Sweden – Net Insight the leading provider in media transport and resource scheduling, will demonstrate Server-Side Ad Insertion capabilities for Sye at NAB 2017, booth #SU2806. Sye is the world's only true live OTT streaming solution allowing live content to be streamed with ultra-low latency in sync across all devices. The ad-insertion extension is in first customer trials, and will be commercially available in Q4, 2017.

By 2020, annual revenues from online and linear advertising are projected to exceed \$266 billion. A big portion of this ad revenue resides on traditional broadcast platforms. As the number of viewers on OTT platforms grows, it becomes increasingly important to optimize the ad experience for the OTT audience. Sye includes a Server-Side Ad Insertion service created specifically for OTT platforms, giving a seamless TV experience with frame-accurate ad-splicing. No more client buffering or spinning wheels.

Sye is specifically developed to handle large sport and live events, both being main contributors when it comes to advertisement revenue. However, OTT advertisement revenue, especially for linear and live OTT, has been hurt from ad blockers. Net Insight's Sye Server-Side Ad Insertion provides a continuous stream preventing clients from detecting the ads, making it immune to ad-blockers. In addition, OTT holds the promise of increased ad revenues through more targeted and personalized ads.

All features combined, this solution opens up for a superior end user experience resulting in longer view times and an uptake in ad revenue.

"The combination of a more immersive live OTT experience and dynamic and personalized ads results in a stickiness and increases the monetization benefits of live OTT", said Per Lindgren, SVP, live OTT at Net Insight.

Sye server-side ad solution also includes detailed reporting of video ad metrics, such as: number of impressions, quartiles, and average view times.

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