

## Net Insight Integrates with Microsoft Azure to Offer Cloud-Based Media Services

*Brings Microsoft Azure Media Services to its Connector Marketplace*

**Stockholm, Sweden** – Net Insight, the leading provider of media transport and resource scheduling, today announces that its Connector Marketplace that grew by 700% during 2016 will add Microsoft Azure Media Services to its offering. This will allow broadcasters and media companies to purchase Microsoft's cloud based production services from within their own ScheduALL system.

The Microsoft Azure Media Services offered on the Connector Marketplace will include cloud transcoding, file transfer, media analytics and quality control for media production workflows enabling broadcasters a smooth transition from their traditional to cloud-based workflows.

"As the world of media production resources move to the cloud, integrating these resources into the workflow and budgeting workflow with holistic views across all resources will now be possible," said Martin Karlsson, CTO and vice president product portfolio of Net Insight. "Our platform will tie all these services together making resources available as needed. This is especially appealing to fill occasional use needs."

"The Connector Marketplace serves as a modern channel that matches the way the media production industry is evolving," said Nagu Rangan, senior product marketing manager, Microsoft Azure Media Services at Microsoft Corp. "With Net Insight's existing buyer base, our services will be well-positioned to help a large pool of media professionals meet a flexible variety of needs."

Because it is paired with Net Insight's ScheduALL solution, resource scheduling can be done on the fly with an intuitive user interface. This also creates the unique capability to orchestrate the planning and purchase of resources with full workflow integration, including the cost budgeting stage and billing for financial visibility. Buyers in the marketplace will have the ability to calculate the immediate individual and overall project budget figures for management analysis, approval and reporting.

Scheduled to be commercially available in the second half of 2017, the new features of ScheduALL and the Connector Marketplace will be on display at NAB (#SU2806). The demonstrations will feature Azure Media Services that will be available at the Connector

Marketplace including transcoders/encoders and tools for file transfers, media analytics and quality control.

*See a live demonstration of the Connector Marketplace by visiting Net Insight's Booth #SU2806 at NAB 2017, 24-27 April*

**For further information, please contact:**

Martin Karlsson, CTO and vice president product portfolio of Net Insight, +46 8 685 04 00, [martin.karlsson@netinsight.net](mailto:martin.karlsson@netinsight.net)

**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](http://netinsight.net)**