



Net Insight, bet365 and SIS Collaborate to Solve Live Video Delay and Sync for OTT Betting Platforms

Stockholm, Sweden – Net Insight, the leading provider in media transport and resource scheduling, today announced that it has entered an innovation collaboration with bet365, one of the world's leading online gambling companies, and SIS, a leading supplier of products and services to the online and retail betting markets, to solve the long and variable delay issues associated with live streaming of OTT betting content today. As a first step, the parties have integrated Net Insight's ultra-low delay solution, Sye in the bet365 app and successfully demonstrated the low-delay performance across SIS's betting CDN service, based on Sye.

The joint effort will demonstrate a "holistic" approach to meeting the challenges that currently exist for live OTT services in the betting market. The most critical of these being the variable streaming delay. The parties combined expertise fully covers the solution, bet365 offering the application, SIS providing the betting CDN service, and Net Insight supplying the true live OTT streaming technology, Sye, enabling synchronized, ultra-low latency video streaming to OTT platforms.

Net Insight's Sye, will be deployed by SIS in its betting CDN and supported by the bet365 mobile application, providing an enhanced live betting experience, introducing predictable betting windows to mobile audiences.

"We believe this joint effort with SIS and Net Insight gives us a unique opportunity in the market," said Alan Reed – Head of Systems Development at bet365. "It enables us to offer a better, more controlled betting experience to our online audience. We also see how this solution will enable us to create new types of betting experiences keeping us at the forefront of live betting innovation."

"The industry is transforming into online, mobile and in-game betting applications," said Dave Gill, Head of Streaming at SIS. "OTT live streaming and the ability to synchronize not only video streams but video and data is fundamental to this transformation."

"Betting is one of the leading applications driving technology performance and innovation around live sports today." said Per Lindgren, senior vice president of Live OTT at Net Insight. "It's exciting to work with true leaders in this segment to deliver the next generation of live sports betting experiences."

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 www.netinsight.net

About bet365

For more information, please visit <https://help.bet365.com/>

About SIS

SIS (Sports 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 over 30 years. SIS delivers multiple channels of live racing, data and commentary from racecourses and greyhound tracks in the UK, Ireland and across the world.

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 greyhound and other sports via its Trading Services offer.

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