

Net Insight Receives Significant Order for a Nationwide Contribution and Distribution Network for the Swiss Public Broadcaster SRG SSR

STOCKHOLM, Sweden – Net Insight, a leading developer of efficient and scalable transport solutions for media, IP and broadcast networks, has been selected in partnership with Cablecom GmbH, to deliver a nationwide network for all publicly owned radio and video related services in Switzerland.

SRG SSR has chosen Net Insight and its Nimbra platform to build a nationwide contribution network and parts of the Swiss distribution services. Cablecom is the prime contractor and is the largest cable network operator in Switzerland providing its customers with services for cable television, broadband Internet access and landline as well as mobile network telephony.

The major benefit of implementing the Nimbra platform is to give SRG SSR highest quality of service, control of all video, audio and data services, nationwide, over a single platform. The network will have the capability to transport video and audio services in compressed and uncompressed formats together with Nimbra's unique multicast and unicast functionality. The media network will also be fully integrated with legacy interfaces which allow the operator to realize operational savings and utilize investments already made.

Net Insight won this order in partnership with Cablecom who will deliver project management, installation and support services.

Net Insight's order value exceeds 20 MSEK. The network will be operational in Q2 2011.

"The SRG SSR win is of significant and strategic importance to Net Insight," says Fredrik Trägårdh, CEO of Net Insight.

Net Insight AB discloses the information provided herein pursuant to the Securities Market Act and/or the Financial Instruments Trading Act. The information was submitted for publication on October 20, 2010 at 15.00 CET.

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About Net Insight

Net Insight delivers the world's most efficient and scalable transport solution for Broadcast and IP Media, Digital Terrestrial TV, Mobile TV and IPTV/CATV networks.

Net Insight products truly deliver 100 percent Quality of Service with three times improvement in utilization of bandwidth for a converged transport infrastructure. Net Insights Nimbra™ platform is the industry solution for video, voice and data, reducing operational costs by 50 percent and enhancing competitiveness in delivery of existing and new media services.

World class customers run mission critical video services over Net Insight products for more than 100 million people in more than 40 countries. Net Insight is quoted on the NASDAQ OMX Nordic Exchange, Stockholm. For more information, visit www.netinsight.net

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About SRG SSR

SRG SSR idée suisse is a media enterprise governed by civil law and operated in accordance with the principles of company law. Its remit is based on the Swiss Federal Constitution, the Federal Radio and Television Act (RTVA) and its charter, and is one of public service. As a non-profit organisation, SRG SSR derives around 75 percent of its revenues from licence fees and about 25 percent from commercial activities. It is politically and financially independent.

SRG SSR is made up of 6 regional Enterprise Units and 5 subsidiaries. With some 6,100 employees (5,000 full-time equivalents), an annual turnover of 1.6 billion Swiss francs, 18 radio stations and 8 television channels, as well as complementary websites and teletext services, SRG SSR is the largest electronic media organisation in Switzerland. Its radio stations lead their respective markets in all four language regions – as do the television channels at prime time. SRG SSR services successfully hold their own against a variety of competing foreign broadcasters with much more financial muscle.

For more information, visit <http://www.srgssrideesuisse.ch/en/>

About Cablecom GmbH

Cablecom, a UPC Broadband operation, is the largest cable network operator in Switzerland and provides its customers with services for cable television, broadband Internet access, and mobile and fixed network telephony. As of June 30 2010, the company had around 1.5 million television customers, of which 415,000 made use of the digital service, 496,000 were Internet customers (hispeed) and 318,000 were telephony customers (digital phone). Cablecom also provides voice, data and value-added services for business customers. Cablecom supplies cable network operators with facility construction as well as with application and transmission services for television, telephony and Internet. The company's own network connects around 2 million households and supplies all the larger towns in Switzerland. At the end of December 2009 the company had around 1,400 employees and its turnover was over 1 billion Swiss francs. Cablecom is a national subsidiary of UPC Broadband, the European cable network group of Liberty Global Inc.

For more information, visit <http://www.cablecom.ch/en/>