

## **Net Insight Signs Significant Contract With The Switch**

*The Switch to expand video and data services to national sports leagues with Net Insight media solution*

**Stockholm, Sweden – Net Insight, a leading provider of efficient and scalable transport solutions for media, IP and broadcast networks, today announces the signing of a significant contract with The Switch, the leading provider of customer-controlled video switching services, to expand its current network. The expansion and the upgrade will offer video and data services to national sports leagues across the United States.**

Driven by customer demands, The Switch is an industry pioneer in customer controlled video switching services throughout major media markets of the United States and in key international locations, and is owned and operated by Beers Enterprises, Inc.

The Switch is an established customer of Net Insight, working with the company since 2011. The new agreement is valued at more than SEK 40 million. The majority of the contract will be fulfilled during 2014 and continue through to 2015.

"We are very excited about our expansion and our continued relationship with Net Insight," says Scott Beers, president and CEO of Beers Enterprises."

"The Switch is an innovative company driven by true customer needs and the end-customer is only a click away from initiating a new media service. A business model with pay-per-usage combined with a unique service offering, with instant service connection, are part of the business success of The Switch. We are pleased to continue supporting our long term partner in its business expansion plans," says Fredrik Tumegård, CEO at 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 March 20, 2014 at 08.30 CET.

### **For further information, please contact:**

Fredrik Tumegård, CEO of Net Insight, +46 8 685 04 00, [fredrik.tumegard@netinsight.net](mailto:fredrik.tumegard@netinsight.net)

### **About Net Insight**

*Net Insight delivers the world's most efficient and scalable transport solution for Broadcast and IP Media, Digital Terrestrial 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 Insight's 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.*

*More than 200 world class customers run mission critical video services over Net Insight products in over 60 countries. Net Insight is quoted on the NASDAQ OMX, Stockholm.*

*For more information, please visit [www.netinsight.net](http://www.netinsight.net)*

#### **NET INSIGHT AB**

Box 42093  
SE-126 14 Stockholm  
Sweden

Phone: +46 8 6850400 Org.No: 556533-4397  
Fax: +46 8 6850420  
[www.netinsight.net](http://www.netinsight.net) E-mail: [info@netinsight.net](mailto:info@netinsight.net)

Vat.No: SE556533439701

## About The Switch

*Beers Enterprises, Inc. (BEI) is owner and operator of The Switch, the leading customer controlled video solutions provider in North America, and The Switch Sports Group, the longest tenured provider of sports and radio transport and contribution services. The Switch currently provides advanced video solutions services across the United States, the United Kingdom, and Canada. The Switch was awarded the 2013 New Bay Media Product Innovation Award, and the 2012 Broadcast Engineering's Excellence Award for Network Automation. The Switch was created in 1991 to provide cost-effective, customer controlled television signal routing services to the broadcast industry. Our customers include domestic and international television networks, common carriers, local broadcast stations, and producers and distributors of sports, entertainment, news, financial and public service television programming. The Switch has been embraced by the marketplace since its inception and has grown to its current market leadership position.*

*For more information, please visit [www.theswitch.tv](http://www.theswitch.tv)*