

Net Insight Signs Significant Contract with Swisscom Broadcast for Digital Terrestrial TV Network

Company to help Swisscom Broadcast ensure smooth and reliable migration to more IP services as media landscape and audience demands develop

Stockholm, Sweden – Net Insight, the leading provider of live, interactive and on-demand media transport, today announces that it has signed a deal with Swisscom Broadcast to develop a nationwide DTT distribution network covering the whole of Switzerland and serving both radio and DVB-T/TV services.

Both independent broadcasters and national broadcasters are looking to generate new customer experiences and content for their television audiences in order to remain competitive. Net Insight will enable Swisscom Broadcast to move from their current platform to a more flexible and as reliable transport platform for all broadcast and data services. The solution will lower Swisscom Broadcast's OPEX by providing a future-proof network that will enable Swiss broadcasters to migrate more and more IP services on the same platform without the need for new hardware or network redesigns.

"We continue to work with Net Insight because they are extremely customer focused," says Jean-Paul de Weck, CEO of Swisscom Broadcast. "Not only do they understand our needs but also the needs of our customers, right through to what television and radio broadcasting demand today."

"Our customers expect us to deliver the highest quality and most reliable solutions to transport any type of content over any type of network," says Fredrik Tumegård, CEO of Net Insight. "The aim is to always ensure that our customers and their consumers enjoy rewarding television experiences that benefit all, both now and in the future."

The roll out and migration to the new network will begin this quarter and be implemented right through to the first half of 2016. The value of the deliveries of this project under the contract is estimated to around EUR 2 million.

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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 September 11, 2015 at 08.30 CET.

About Net Insight

Net Insight's vision is to enable a live and interactive media experience for anyone on earth. Net Insight delivers media transport solutions that empower broadcasters, content owners and network service providers to activate their audiences by providing a quality-of-experience worth paying for, live and local content that's part of their world and interactive experiences they want to be part of.

The company's solutions enable live, interactive and on-demand media transport, with operational simplicity, to let customers focus on delivering the best possible experience to their audiences. Net Insight's strength lies in enabling lossless video transport at any scale, from live contribution via the Internet, to ultra-high-definition distribution in managed media networks spanning the globe.

More than 200 world-class customers run mission critical media services using Net Insight's solutions, covering more than 60 countries worldwide. Net Insight is listed on the NASDAQ OMX, Stockholm.

For more information, please visit netinsight.net

About Swisscom Broadcast

Swisscom Broadcast is the leading infrastructure provider for terrestrial broadcasting and radio communication services in Switzerland. The company is responsible for the nationwide transmission of UKW, DAB and DVB-T signals as well as for the operation and maintenance of police, security and enterprise radio networks. Swisscom Broadcast takes care of about 1600 transmitter sites throughout Switzerland.

Swisscom Broadcast also offers a wide range of audio and video services, as the transmission of live signals for example and service packages for IPTV and Internet TV. Its subsidiary Swisscom Event & Media Solutions completes its service portfolio with a broad spectrum of temporary communication and IT services as well as digital media and event data applications for event and media enterprises.

For more information, please visit www.swisscom.ch/broadcast