

## **Net Insight Announces Tata Communications as First Customer Using Truly Live OTT Solution**

*Companies sign framework agreement to deliver global, truly live OTT service*

**Stockholm, Sweden** – Net Insight, the leading provider of live, interactive and on-demand media transport, today announces that global communications service provider Tata Communications is Net Insight's first customer to implement its truly live over-the-top (OTT) solution globally. The two companies have signed a framework agreement covering the use of Net Insight's solution, which enables Tata Communications to integrate Net Insight's solution in its Media Ecosystem, including its Video Connect service, underpinned by the company's global network. This will allow Tata Communications to provide its media and entertainment customers with a range of live OTT content management and delivery services.

Traditional OTT content delivery is not built for live OTT, as it is optimized for video on demand (VoD) and catch-up TV. Because of this, solutions are ill equipped for the delivery of live OTT with unpredictable delay and critical synchronization issues. They are unable to deliver multiscreen TV so that every viewer, using any device, experiences the exact same content at the same time.

Net Insight's live OTT solution enables customers to overcome live OTT challenges by harmonizing the 1<sup>st</sup> and 2<sup>nd</sup> screen. With unprecedented capability to synchronize multiscreen TV in real time, Net Insight paves the way for the monetization of the massive commercial value found in live content, such as major international sports events. In addition to synchronization, the 1<sup>st</sup> and 2<sup>nd</sup> screens will be integrated, enabling the 2<sup>nd</sup> screen to serve as an extension of the viewing experience and a tool for interactivity. The combination of synchronization and the integrated 2<sup>nd</sup> screen opens up significant business potential via viewer engagement with advertising; interactivity in gaming, truly live interactive betting, voting and polling, and as a device to interact via social media – all within the real-time TV viewing experience.

"The OTT market is growing rapidly, driven by people's hunger to watch their favorite shows, anytime, anywhere, on any device, but to-date, the time lag with OTT content delivery has prevented its widespread use with live events," says Brian Morris, vice president & general manager, Global Media and Entertainment services, Tata Communications. "By building Net Insight's innovative technology into our global Media Ecosystem, we can empower media companies to manage, deliver and broadcast live OTT content in sync, anywhere in the world, and to harness live sports and music events for additional revenues, as people's evolving content consumption habits continue to disrupt the industry,"

"We have worked closely with Tata Communications for many years and as a result of the company's willingness to drive market innovation and ability to move swiftly, Tata Communications' global customers can now experience a truly live OTT service," said Fredrik Tumegård CEO of Net Insight. "Net Insight's ability to support truly live OTT services and

harmonize TV across multi-user or multi-devices is game-changing and will put service providers back into the OTT value chain.”

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 November 25, 2015 at 10.00 CET.

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**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 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 OMX, Stockholm.*

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

**About TATA Communications**

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