

Always, always, always coming through



NEXT GENERATION CONTRIBUTION NETWORKS FOR LIVE EVENTS

The revenue opportunity for live events is growing. In 2009, revenue for subscription-based live sports programming increased 16% over the previous year to \$147 million, according to AccuStream iMedia.

The proliferation of new broadcast technologies, such as HD and 3DTV and mobile phone and PC viewing, is opening the door to substantial new revenue streams for sports rights holders.

Consumer demand for high-quality HD content from live events requires 100% QoS, 100% of the time.

The need to upgrade broadcast networks to accommodate 1080p in order to future-proof the production of media-rich content has arrived.

3D viewing of live events is creating significant consumer buzz and demand.

- The 3D broadcast of the 2010 Oscars is credited for the 25% increase in viewers over the previous year, according to Neilson ratings.
- Cablevision Systems broadcasted a NHL hockey game between the New York Rangers and New York Islanders at Madison Square Garden in 3D, making it the first U.S. network sports telecast in 3D.



- ESPN broadcasted football matches from the World Cup 2010 in 3D.

NET INSIGHT AND THE NIMBRA PLATFORM

- Net Insight is shattering the barrier for HD and 3D live event production.
- The Nimbra platform allows broadcasters to produce, distribute and deliver media-rich content without jitter, delay or any reduction in quality – all at 100% QoS.
- The Nimbra platform offers high-density media network equipment with 8-port HD-SDI/3G-SDI modules and 8-port Gigabit Ethernet modules.
- The Nimbra 600 series chassis can host up to 16 of these modules.
- 4-port STM-16 (2.5 Gbps) and 1-port STM-64 (10 Gbps) ports connect to dark fiber, WDM or SDH connections for maximum flexibility.

KEY BENEFITS OF THE NIMBRA PLATFORM FOR WORLD-CLASS EVENTS

- High density equipment with support for uncompressed HD-SDI, 3G-SDI, GE connections in the same chassis.
- Dark fiber, WDM and SDH connections for maximum flexibility.
- Media specialized network management system allows for easy monitoring, configuration and provisioning from a central location.



NIMBRA PLATFORM TRANSPORTS BROADCAST OF THE WORLD'S LARGEST SPORTS EVENT

Net Insight was a major player during the World Cup 2010 in South Africa. Nine global media operators and major rights holders delivered HD and 3D broadcasts of this sports event using Net Insight's Nimbra platform for video transport to every continent on earth. One of our customers doing so was Aldea Solutions Inc.

ALDEA SOLUTIONS INC. - A CASE FOR BROADCASTING LIVE EVENTS WITH 100% QoS

Aldea Solutions Inc, a leading provider of International video broadcast transmission services with facilities in North America, Latin America and Europe, has expanded its existing Nimbra network for 2010's most eagerly anticipated worldwide sports event. Net Insight's Nimbra platform was used to transport live video coverage and data services from South Africa to Aldea's customers throughout its international fiber network. Integrating the Nimbra platform in the overall design allowed Aldea to provide high quality services for all of their live video and data services with minimum delay and jitter, crucial factors for the transmission of live, world-class sports events.

"We are impressed by the Nimbra capabilities. The Nimbra platform provides a powerful multi-service solution, based on future proof next-generation technology, enabling us to efficiently serve our customers."

Lionel Bentolila, CEO of Aldea

www.aldea.tv

BROADCASTING FOOTBALL / LIVE FROM SOUTH AFRICA

- In 2010, the world's second largest TV event and largest broadcast sports event took place.
- 32 teams participated out of 204 qualifying countries. 64 matches were broadcasted live and in HD to 214 countries and territories.
- For the first time, worldwide football matches were broadcasted live in 3D by ESPN. The broadcaster aired 25 matches in 3D. Broadcasters from 150 countries were present.
- South Africa's government invested 8.1 billion rand (1.02 billion USD) on Information and Communication Technology (ICT) infrastructure required to host the successful, world-class sports event with all HD production and contribution from IBC.
- 500 - 600 switches were required for the football broadcast network and 1,000 km of cabling were used in 10 stadiums.
- 4,500 terminals were connected for the convergent football broadcast network (including approximately 3,000 IP phones). 70% contribution were delivered over terrestrial networks.
- The viewership of this worldwide event surpassed that of 2006 which boasted:
 - 43,600 "dedicated" TV program broadcasts and 73,072 hours of event coverage
 - More than 125 million web-based video streams

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