



# Net Insight at Carnegie

Fredrik Tumegård, CEO of Net Insight  
November 18th, 2015

# This is Net Insight

379

SEK Million  
Total turnover 2014

35%

Growth in sales 2014

299

SEK Million  
Liquid funds Q3 2015

500

customers  
across the globe

60

countries

39%

Brand Awareness in 2015

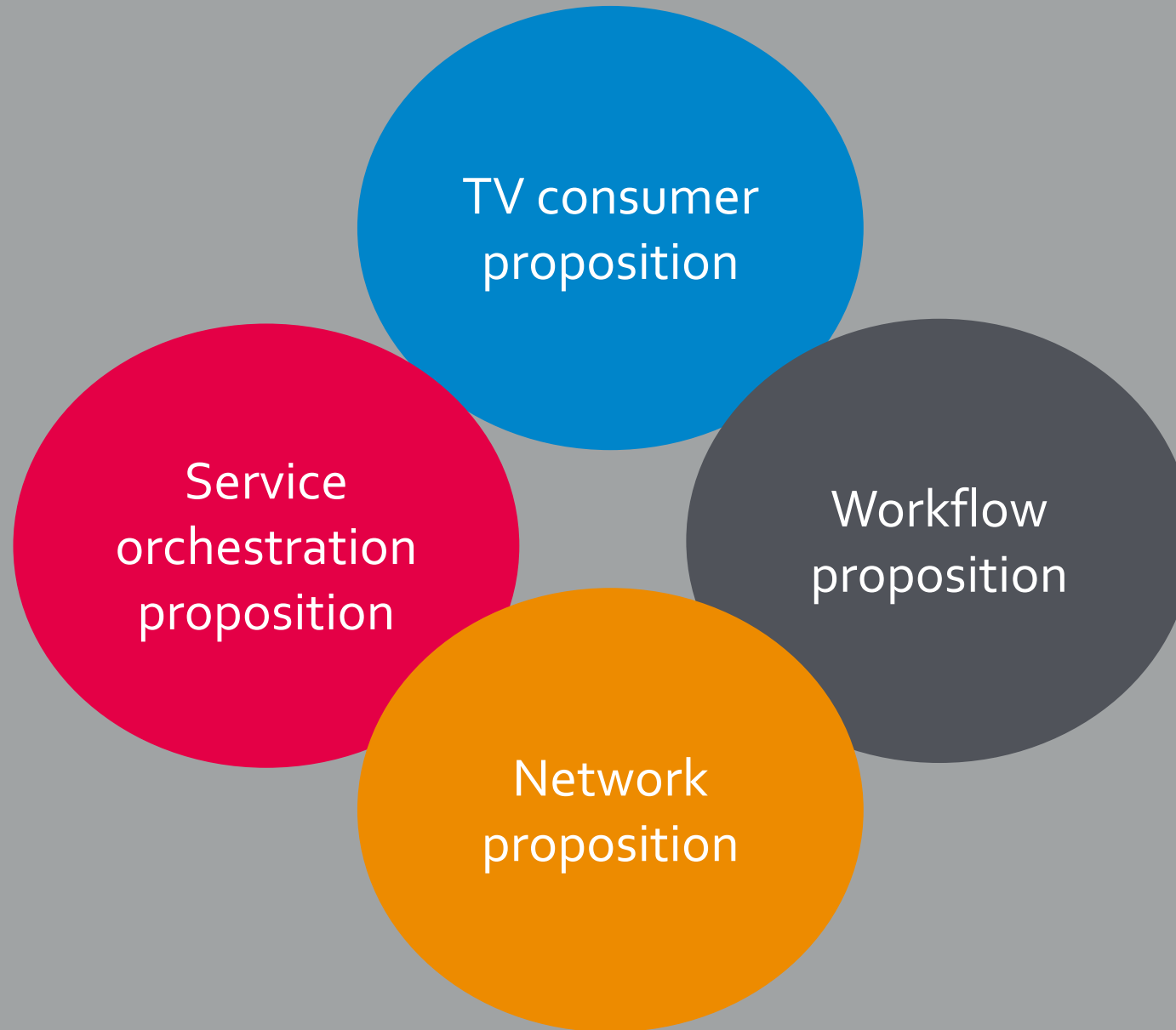
75Nps

% customers likely to recommend  
Net Insight

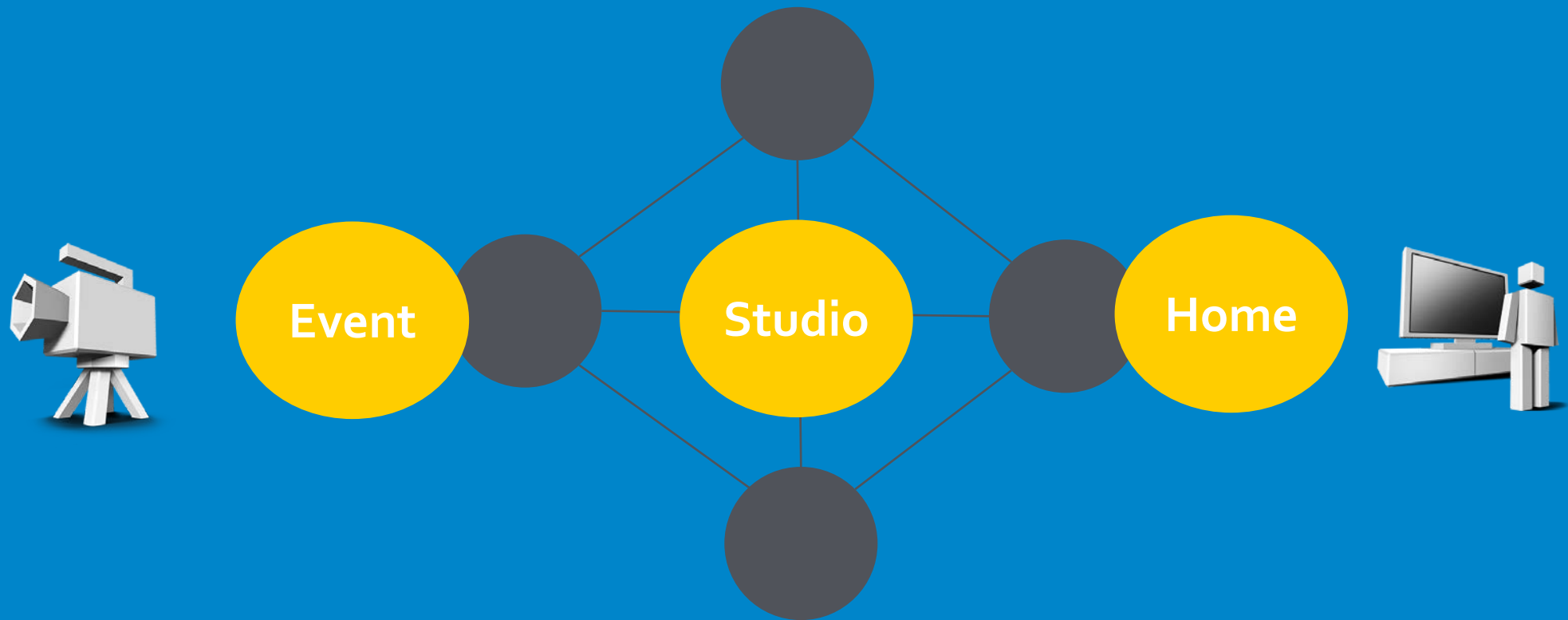
+225

Employees

# Net Insight's new offering

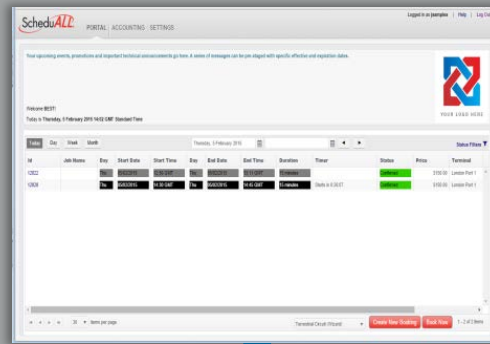


# From camera to content owner to consumer



Media services and workflow orchestration  
Integrating studio and network to offer  
end-to-end automated service provisioning

# Customer Provisioned Network Topology



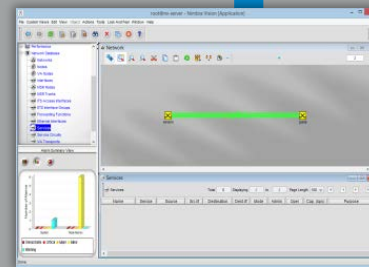
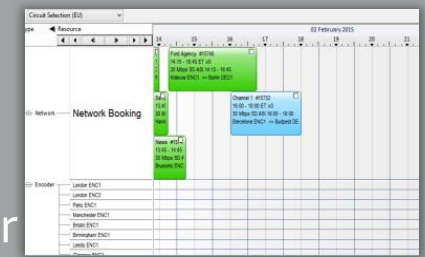
Self-Provisioning Portal



Provider



Customer



Nimbra Vision NMS

London

Paris



Nimbra Network

**2015 an  
eventful year**

# OUR VISION

To enable a live and interactive media experience for anyone on Earth.

We want to lead a revolution in real time. Letting people engage with media and one another in perfect synchrony. Creating a global media marketplace, where live content is exchanged in real time, and great content is rewarded every time.

# Acquisition of ScheduALL

- To take the leading position in the future media industry
- To strengthen the position in media services and workflow orchestration
- To accelerate growth by cross selling and enable new business opportunities
- Stronger market presence in the US and UK
- Large part of ScheduALL's revenues (58%) are recurring
- Going from hardware to software







# Net Insight is entering the OTT market

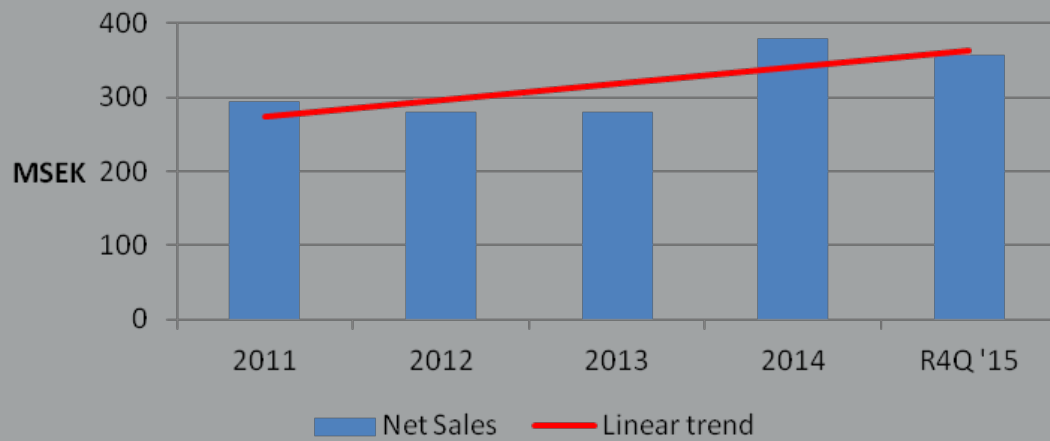
with a true live OTT solution  
bringing interactivity back  
to OTT TV



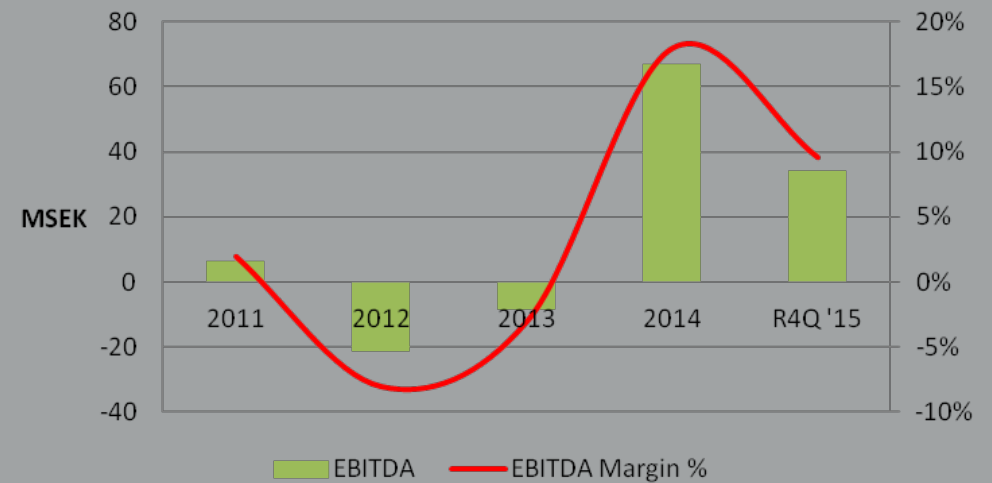
Business opportunities  
Get more out of live  
Harmonize the TV experience  
Live premium CDN  
Entering the ad value chain  
Get a global audience

# Financial Development

## Net Sales Development

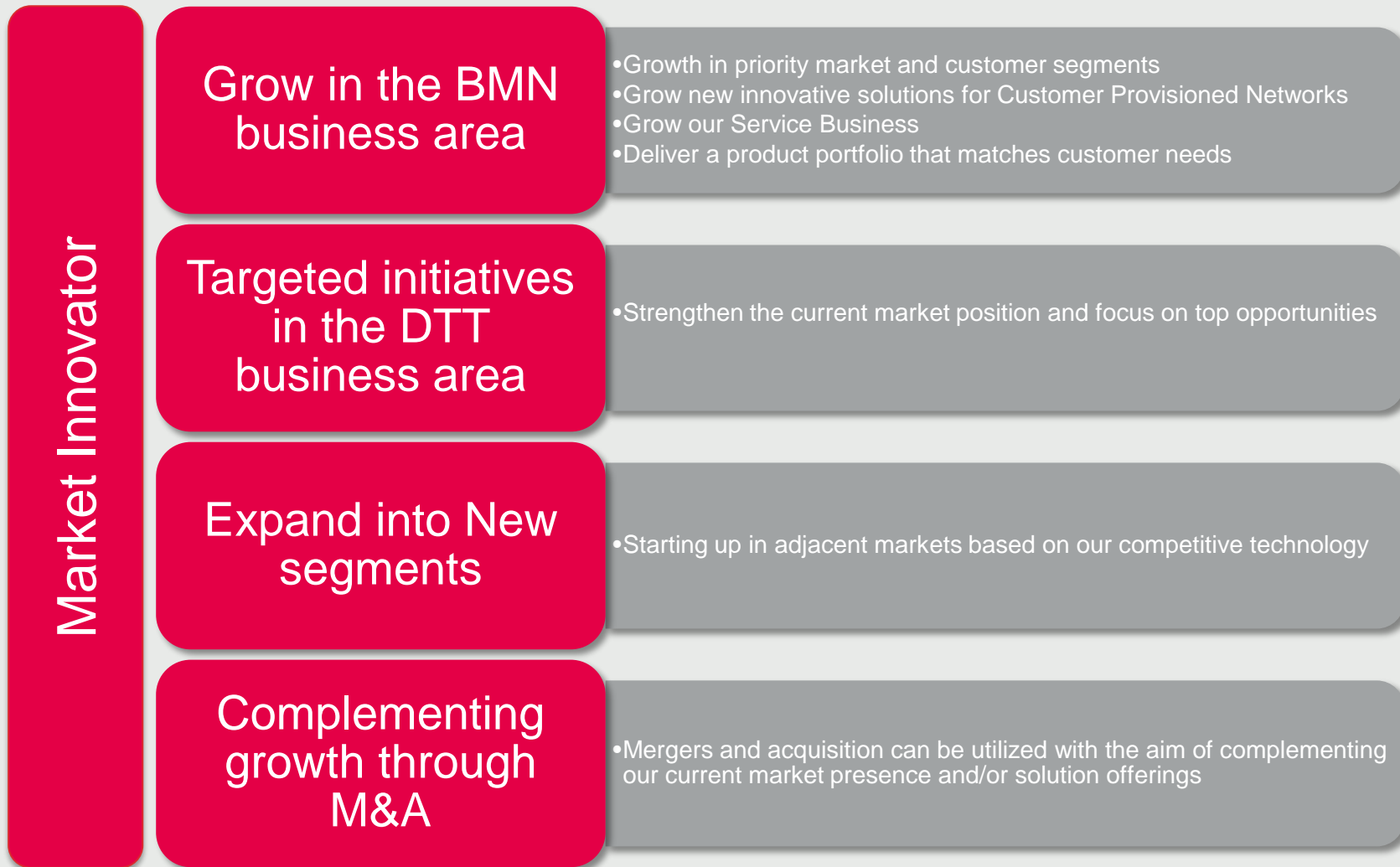


## EBITDA Development



- New level of sales volumes
- Improved profits
- but, volumes need to grow

# Net Insight Strategy



# Value Drivers

## Market Transition

- Expanding video traffic
- Expanding in live streaming
- Centralized production demands more network capacity
- TV distribution over the Internet (OTT) driving new content production
- Increase in file-based workflows

## Innovative Technology

- Improving QoS over IP networks
- End-to-end orchestration
- Reducing TCO
- Optimizing bandwidth utilization
- Patents related to QoS, synchronization, scalability

## Global Reach

- 500 customers
- 60 countries
- 50 resellers
- International professional media brand
- Customer Net Promoter score



netinsight