



Press release

Deluxe and Xstream team up to offer leading turnkey solution for OTT services

End-to-end solution offers a rich library of content and video management platform to launch or expand OTT services quickly and cost-effectively

Copenhagen, Denmark, and Burbank, California -April 13th 2015. **Xstream**, the premium provider of OTT and TV Everywhere services and the award winning video management platform, Xstream MediaMaker™, and **Deluxe OnDemand™**, a leading provider of video workflow and content-supply solutions, today announced that they are teaming up to offer clients a powerful solution to create a compelling and personalized OTT service to their viewers, on all devices, anytime and anywhere.

The Xstream MediaMaker and Deluxe OnDemand joint solution connects all the dots in the OTT ecosystem, from pre-ingest to play-out. The combined solution features best-in-breed internet TV software and personalized, interactive consumer applications with an extensive catalog of pre-encoded and pre-packaged video content of new releases, blockbuster titles, popular television series, favorite classics and more, available for streaming or download. By removing the complexity of the OTT supply chain, operators can now launch scalable and personalized multiscreen services quickly, at a lower cost, and with complete control.

"Together with Xstream, we're providing operators and our worldwide customer base with an end-to-end service-based approach to enable them to get their OTT services to market faster with an extensive catalog of titles ready for multiscreen distribution," said David Cornella, Senior Vice President of Business Development at Deluxe OnDemand. "The Xstream platform offers the level of flexibility and capabilities essential to bringing a turnkey solution to market."

"When launching an OTT service, content operations can often become a problem area resulting in increased costs, quality issues and time delays. By teaming up with leaders like Deluxe, we're able to offer operators an innovative end-to-end OTT solution to meet the growing demands for quality content on all devices, anytime," said Simon Hoegsbro, CEO at Xstream. "We're thrilled to partner up with Deluxe OnDemand. Our combined solution is a winning formula for operators looking to launch a compelling and future proof OTT service. We're excited about this worldwide collaboration, which brings a compelling market offering of innovative technologies and services."

The Deluxe OnDemand product suite includes a multiscreen ready, studio-quality video catalog that easily integrates into the existing supply chain to simplify the delivery of next generation video content delivery.

The solution will be integrated to Xstream's video management system, Xstream MediaMaker™ where it will be integrated with the build-in module, MediaMaker Loading Dock. This module is a cutting-edge content supply chain management tool designed to solve many complex challenges, including; continuously varying distributor requirements, supporting large amounts of content and fragmented supply chain vendor deliveries,

ensuring quality of assets (video and metadata), bridging the gap between legacy STB/IPTV and OTT / TVE, and screening and rating of assets for parental control. As a result, costs and resources spent to ingest and manage assets are reduced.

About Deluxe OnDemand™

Deluxe OnDemand™ is transforming content sourcing, processing and distribution. With its advanced video workflow management and turnkey content-supply solutions, Deluxe OnDemand makes it easier to offer any content quickly and cost-effectively across more devices. With Deluxe OnDemand, distributors can support TVE applications, expand VOD/SVOD libraries, and quickly launch EST services. The company is a leader in new technologies and workflows for HEVC, 4K UHD and HDR.

Deluxe OnDemand is a business division of Deluxe Entertainment Services Group Inc., the global leader in media and entertainment services.

For more information, visit deluxeondemand.com

About Xstream

Xstream has been a pioneer in OTT and TV Everywhere since 1999. Drawing on their extensive experience, Xstream works with world-leading Telco's, cable operators and MSOs. Xstream deliver simpler, smarter OTT/TVE solutions characterized by superior flexibility, usability, scalability and cost-efficiency. Xstream's comprehensive and scalable online end-to-end video management solution, Xstream MediaMaker™, offers numerous key modules such as MediaMaker Loading Dock; a cutting-edge content supply chain management tool designed to solve all the complex challenges in the content supply chain MediaMaker Store; maximize monetization with multi-domain segmentation, smart merchandising and advanced analytics and MediaMaker Play; wow your viewer with personalized experiences and clever customization applications on any device

Xstream works with a wide range of customers such as; Fuhu/Nabi tablet, Pathé, Canal Digital, SBS Discovery, Telenor, Altibox and Spark New Zealand.

Xstream is headquartered from Copenhagen, Denmark and has offices in San Francisco, Warsaw, Sydney and Singapore.

For more information, visit xstream.net

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