



Bambuser and Net Insight enter partnership for remote production

Stockholm, Sweden, IBC 2018 (stand #1.B40) – Bambuser today announces that they partner with Net Insight, the leading provider in streaming, media transport and resource scheduling, to offer a remote production solution, where mobile and professional TV cameras can be combined to create simple, seamless and cost-effective multi-camera live productions.

Combining Net Insight's leading internet contribution platform, the Nimbra VA series, with Bambuser's mobile live streaming platform drastically lowers the cost of streaming live events. This cost efficient design enables new opportunities for live broadcasting and opens up for new types of content to be created and distributed.

"Associated Press (AP) looks forward to harnessing this new solution to make multi-camera live broadcasting of major news, sports and entertainment events seamless, compelling and cost effective, regardless of whether the content is shot in real time on a phone camera or a heavyweight TV camera," says Sandy Macintyre, VP News at Associated Press. "Linking Bambuser's and Net Insight's streaming technologies together provides news organizations with an economically viable opportunity to bring viewers more angles on the stories shaping the 21st century." Associated Press (AP), is an investor in Bambuser as well as a customer.

"Bringing together fixed and mobile contribution is key to producing greater stories while lowering the operational complexity of doing so," says Maryam Ghahremani CEO at Bambuser.

"The partnership shows the agility and value of how modern contribution technology in the Nimbra product line, together with Bambuser's production and streaming platform, can enable richer storytelling for live news production and extends on our remote production capabilities," says Henrik Sund interim CEO at Net Insight.

The joint solution between Net Insight and Bambuser will be showcased at IBC at Net Insight's stand #1.B40 on September 14-18.

This information is such that Bambuser AB (publ) is required to disclose according to the EU's Market Abuse Regulation and the Swedish Securities Markets Act. The information was submitted for publication, through the agency of the contact persons set out below, on September 6, 2018 at 10:30 CEST.

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About Bambuser AB

Bambuser is a Swedish software company that offers B2B solutions for live video. Since 2007, the Company has developed a platform for interactive live video broadcasts enabling live video streaming from mobile phones and web cams to the Internet.

The breakthrough occurred in 2010, when the Company's service was used to report the unrest in Egypt during the parliamentary elections. The following year, videos were produced via Bambuser and used in several television broadcasts throughout the world during the Arab Spring. Today, Bambuser's service is installed in more than 50 million phones and has over the years reached 100s of millions of news consumers through companies like CNN, BBC, Al Jazeera, SkyNews, etc.

Since 2014, Bambuser has chosen to focus on B2B, Business-to-Business, to increase the spread of the company's products and strengthen its long-term revenue potential. Among the customers are companies as Associated Press, Aftonbladet, Schibsted, NRK and Vinculum.

About Net Insight

For more information, please visit netinsight.net

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About Associated Press

For more information, please visit www.ap.org/en-gb