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Press release



Xstream upgrades their innovative Jyllands-Posten news app with Videoplaza integration

Today Jyllands-Posten introduces the newest feature in their state-of-the-art Smart TV application designed and developed by Xstream.

In May, Jyllands-Posten launched the world's first news application to be made available on all Samsung Smart TV models and Blu-ray players. Following this launch, today Xstream announces integration with Videoplaza's Karbon platform – enabling the Smart TV app to be monetized with video adverts. Xstream's online video platform, MediaMaker, allows Jyllands-Posten to integrate their app solution with several third party systems, including Videoplaza.

Xstream, the premium provider of end-to-end video management software, has led the project to integrate Videoplaza monetization capabilities into the Smart TV app. Media companies and broadcasters are faced with the challenge of finding new ways to make money because TV as we know it, is evolving at a rapid pace. Xstream has specialized in empowering media companies and broadcasters to distribute their content on many new platforms and at the same time help them developing new revenue streams.

“It is important for us at Xstream to help our customers create value and with the launch of the Videoplaza ad management platform in Jyllands-Posten's app, it is now possible to capitalize on apps for connected devices such as Smart TV's”, says Frank Thorup, CEO at Xstream. “We have a great partnership with Videoplaza and together we can create countless business opportunities for media companies, who wish to take advantage of the new connected platforms”.

Videoplaza empowers broadcasters, publishers and ad networks to maximize advertising revenues from video content, across multiple devices including Smart TV's. The Videoplaza integration on the Jyllands-Posten Smart TV app allows pre- and post-roll commercials to be delivered via Videoplaza's Karbon platform, and working with Xstream they have now made monetization on Smart TV apps even easier.

“Publishers and broadcasters want to deliver quality content and experiences across a range of devices. Working with a partner like Xstream to deliver great applications, our clients can then monetize the application regardless of the device platform and can stick

to what they are good at – delivering premium content”, comments David Muhle, Managing Director for Videoplaza in the Nordic region.

The Smart TV market is experiencing tremendous growth. A recent report from IHS Screen Digest and Videoplaza* suggests that the number of households with connected devices, including Smart TV's and games consoles, will more than double in the next five years. Smart TV's are becoming mainstream consumer devices so there is no better time than now to take advantage of this development and create apps to make online video profitable.

*Source: 'A future for TV: IP-delivered video advertising in a connected world' by IHS Screen Digest and Videoplaza, July 2012

About Xstream AS

Xstream is a premium provider of end-to-end video management software and related services. The company's module based Online Video Platform, MediaMaker, offers the industry's most comprehensive, flexible and scalable platform, enabling Telco's, Broadcasters, Cable operators, Content owners and Media companies worldwide to manage and deliver state-of-the-art TV Everywhere, OTT and Social TV solutions to audiences wherever they are.

Xstream is trusted as the preferred solution partner for companies like Telenor, Canal Digital, Altibox, Comoyo, Schibsted Media, Polaris media, ProSatSieben1 and many more. The modular architecture of MediaMaker enables highly flexible and customized solutions that meet the demands of the world's most superior and extensive TV Everywhere and OTT video deployments.

About Videoplaza

Videoplaza empowers broadcasters, publishers and ad networks to maximise their advertising revenues from the New IP-delivered TV. Videoplaza's sell side ad management platform is used to monetise video experiences across PCs, mobile devices, tablets, game consoles, IPTV and Smart TVs. Headquartered in London, with offices in Stockholm, Paris, Berlin, Madrid and Singapore, Videoplaza works with a global client base including M6 (FR), SBS (NL), RTL Group (EU), Blinkbox (UK), Vocento (ES) and TV4 (SE).