

Yospace delivers dynamic live ad insertion through the cloud

Stand 14.342, IBC 2012, Amsterdam: With “TV everywhere” a top priority for many broadcasters, Yospace is unveiling its CSM Cloud Network, the first distributed network of servers specialising in OTT simulcast delivery with dynamic content replacement capabilities. The first phase of the network has been rolled out throughout North America and Europe and allows broadcasters to quickly establish simulcast streaming services with personalised content replacement without the need to move from their established content delivery network partners.

Providing the service in the cloud means that it is readily scalable to any size of operation, as well as being quick to deploy. The Yospace CSM Cloud Network is geographically diverse, which means loads are balanced while ensuring that end users are serviced from the Yospace servers closest to them, reducing response times by avoiding network congestion.

“The Yospace CSM Cloud Network adds a lightweight control layer to HTTP-based streaming, potentially for a global audience,” said David Springall, CTO of Yospace. “Through its integration with ad/content decision platforms, it delivers personalised advertising or content replacement for live or linear streaming while using existing CDNs to deliver the heavyweight video data, so is complementary to existing delivery networks.”

“The cloud is not always appropriate for all broadcast operations, but in the case of enhanced multi-screen distribution the benefits are clear,” he added. “While we offer our technology to customers or OEM partners to implement their own networks, we believe this geographically distributed and horizontally scaled network offers real operational benefits to broadcasters who wish to rapidly roll-out reliable advanced multiscreen streaming for live event TV.”

A project for real-time content replacement at ITV in the UK and using Yospace technology has been shortlisted for the prestigious IBC Innovation Award for Content Delivery.

About Yospace

Founded in 1999, Yospace is a veteran of the mobile & multimedia industry. It provides a highly innovative platform allowing broadcasters, digital publishers, applications developers and mobile operators to rapidly and affordably deliver and monetise cross platform video services.

With the growing convergence of traditional broadcast with cross platform media consumption, Yospace is now a major player in content distribution. It entered the market in 2005, delivering user-generated content to mobiles, first through the breakthrough SeeMeTV community on the UK network 3. Today it provides streaming services and advertising replacement technology to broadcasters looking to retain audience loyalty and build revenues by making content available on all connected platforms and devices.

Yospace provides its solutions in the cloud as software as a service model. This allows it to provide highly scalable solutions giving its clients flexibility without being locked in to heavy costs.

The company was acquired by Emap in 2007, and subsequently Emap was acquired by Bauer Media. Following a management led buy back In March 2009 Yospace now operates as a highly agile independent company.

The company's customers include Thomson Reuters, Canadian Broadcasting, BBC, Vodafone Group, CBS Interactive, and Hearst Television.

Further information can be found at www.yospace.com

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An image to accompany this PR is attached.