

Edgeware Named One of the 100 Companies that Matter Most in Online Video

Streaming Media recognizes Edgeware's proven leadership based on its innovative distributed video delivery network

STOCKHOLM, October 19, 2011 - Edgeware, the technology leader in distributed video delivery, today announces it has been included in *Streaming Media's* List of the "100 Companies that Matter Most in Online Video." The Streaming Media 100 represents the top companies demonstrating significant market traction and delivering game-changing technologies in online video.

Edgeware's unique solution, which is deployed by some of the world's largest operator-based video distribution systems, allows operators to quickly and easily implement, manage, control and monetize video content across their networks. Edgeware makes it simple for operators to implement advanced video services to subscribers, ensuring the highest possible QoE, while providing integrated wholesale CDN video delivery and management capabilities. Edgeware's architecture reduces the complexity, overhead and cost of both retail and wholesale video delivery for operators while bringing new revenue opportunities to dramatically accelerate the return on investment (ROI).

"Being named one of the top '100 Companies that Matter Most in Online Video' is another proof point in the growing recognition of Edgeware's D-VDN framework as the ideal solution for video monetization," said Joachim Roos, CEO of Edgeware. "Edgeware's unmatched capabilities and continued success and growth over the past year solidifies us as a clear leader in video delivery systems."

Award recipients were selected by *Streaming Media's* panel of media experts. The top 100 were chosen from over 200 companies within the entire online video ecosystem, from content creation and production to ingest and encoding to distribution, syndication and monetization. The list was then debated and narrowed down to determine which companies would be honored as the most important, most innovative and most impactful in the online video space.

"The companies in the Streaming Media 100 represent many different pieces of the online video ecosystem," says Streaming Media editor Eric Schumacher-Rasmussen, "but they all have one thing in common: The world of online video today would be markedly different without any of them. Each one, in its own way, has made the online video industry what it is today and is pushing it towards the future."

About Edgeware

Edgeware is the technology leader in distributed delivery systems needed for a new era of "anytime, anywhere" TV and video. Edgeware's next-generation purpose-built appliances and integrated systems enable operators and carriers to cost-effectively grow their TV and video services and scale them across their network to an increasing number of users on any device. Edgeware is headquartered in Stockholm, Sweden, with a U.S. office in San Jose, California.

For more information, please visit www.edgeware.tv.

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