

Media Excel HERO Enables Live VP9 Video Delivery to YouTube

Media Excel Delivers Live VP9 Video from Sydney Opera House to YouTube

NAB 2016, BOOTH #SU7916

Las Vegas, April 19, 2016 — Media Excel, a leading supplier of software solutions for real time multiscreen video delivery, today announced support for VP9/DASH publishing of live streams to YouTube within the HERO™ Encoder product line. Media Excel HERO is the first carrier-grade product to enable support for WebM live encoding and publishing for YouTube, enabling broadcasters and content providers to deliver pristine-quality linear video in a reliable way to the industry's largest online platform.

This new capability enables broadcasters and content providers to deliver higher-quality live streams to YouTube. The open-source WebM/VP9 codec provides high quality at half the bandwidth used by other codecs such as H.264, providing publishers with higher-resolution, higher-quality video without increased delivery bit rates.

"This is the kind of application that Media Excel HERO was built for; delivering the highest video quality possible to YouTube with broadcast-level reliability" said Jongil Kim, founder and CEO of Media Excel. "We are now looking forward to further VP9 implementations."

"Google and WebM are committed to open standards for video compression. As the most recent WebM open video standard, VP9 allows higher quality streaming at lower bit rates," said Matt Frost, Head of Partnerships and Strategy at Google Chrome Media. "We are pleased with the adoption of VP9 by Media Excel, as it will allow higher quality live streaming on the web to over two billion VP9-enabled endpoints."

Media Excel will conduct a demonstration of VP9/DASH live video delivery to YouTube from the Sydney Opera House in Australia, during the NAB convention in Las Vegas, at Media Excel's Booth #SU7916 in the South Hall Upper Level of the Las Vegas Convention Center.

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About Media Excel

Media Excel is the leading supplier of reliable software solutions for real-time multiscreen video delivery. Founded in 2000 and headquartered in Austin, Texas, the company has been the industry leader in the development of real-time video processing software to distribute video over IP networks. Solutions from Media Excel provide the reliability, scalability and performance required to deliver high quality video via appliance and cloud deployment models. Powering more than 300 million multiscreen subscribers worldwide, and with the #1 market share in multiscreen delivery for wireless carriers in North America, Media Excel assists Pay TV operators, content providers, broadcasters and telcos worldwide. To learn more, please visit www.mediaexcel.com or contact us at info@mediaexcel.com.