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Newsroom

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Milestone live streaming event delivered 10.5 million total live streams to 3.2 million unique soccer fans across 15 countries using Move Adaptive Streaming

American Fork, UT – September 22, 2010 - Move Networks, the technology innovator delivering the most advanced solutions for large scale streaming of quality video on the Internet, announced today the availability of results of its live streaming of the 2010 FIFA World Cup with Televisa for the Latin American market.

"Move has proven to be an excellent technology partner for Televisa time and again," said Tony Rallo, VP of Technology Strategy for Televisa. "Not only is Move's technology superior to others we have used, but their ability to manage large scale setup and operations with flawless delivery is unmatched."

According to Televisa, the success criteria were not only reaching the high concurrency and volume of streaming required for the event, but also maintaining the quality and latency of streams despite high demand and generally unreliable access networks of the target audience.

The 2010 FIFA World Cup live streaming entailed 64 live matches streamed to 15 Latin American countries with customized player pages for each country from June 11 to July 11, 2010. In total 140 games were produced supporting 25 different Move players, with fully redundant network operations centers in 3 Move locations, multiple satellite link downloads at Move's Satellite Operations Center, multi-tier performance monitoring, and load balancing across multiple CDNs including Akamai and Limelight.

In addition to live streaming and giving users the options to choose from multiple live streams, the Move players were customized to provide adjunct content, such as commentary, statistics, World Cup calendar, highlights and on demand content of previous FIFA World Cup matches. The Move player pages supported integrated social networking and integration with Facebook and Twitter. Targeted and localized advertising was supported as well on the player pages with real time reporting across all the regions including reporting on ad viewership for Televisa.

During the approximately 30 day period, 16.4 million hours of video streams were viewed, across 3.2 million unique viewers and 10.5 million streams, with 99.6% uptime of Move services.

"Move has proven that the Move Adaptive Streaming format and the Move TV platform are by far the most superior and reliable for any kind of online video programming," said Drew Major, founder and Chief Scientist at Move Networks. "When it comes to live streaming - particularly for high quality and high volume concurrent streams, stringent KPI's and commercial metrics, Move has set the benchmark on what is possible. Our customers have consistently emphasized the quantum difference in viewing metrics and end user satisfaction using Move versus other available formats and services."

In addition to the 2010 FIFA World Cup, Move has delivered thousands of live events to date, often to more than 500,000 viewers per event while consistently delivering the highest quality live video steaming in the industry.

About Move Networks

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Move Networks is a technology innovator delivering the most advanced solutions for large scale streaming of quality video on the Internet. Move adaptive streaming set the pace for delivering high quality long form video on "best effort" unmanaged IP networks, and continues to be the performance leader and end to end solutions provider for both Internet television and 3 screen video initiatives by content providers, network service providers and video programmers. Move Networks customers are the premium publishers, broadcasters and service providers globally. Leading investors include: Steamboat Ventures, Hummer Winblad Venture Partners, Benchmark Capital, Microsoft, Cisco, Comcast and Televisa. Headquartered in American Fork, Utah, Move has offices and data centers in the US and UK.

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