

Press Release

Contact Information:

Austin Schmidt
VP of Marketing
Streaming Global
+1 (678) 374-3334 Ext. 101
aschmidt@streamingglobal.com
www.StreamingGlobal.com

For Immediate Release

Streaming Global Reinvents How Television is Delivered

November 27, 2018 – ATLANTA: Streaming is becoming the favorite way to watch everything from TV shows to live sports on millions of televisions and billions of mobile devices. According to Cisco, streaming video makes up the vast majority of Internet traffic - about 75% of all traffic today and still growing rapidly. The success of Youtube, Netflix, Hulu, and Amazon Video, plus the flood of networks and studios launching their own direct-to-consumer streaming video services, shows that the delivery of media is shifting away from broadcast, cable, and satellite and towards streaming.

Jonathan Hessing, Vice President of Business Development explains, “With consumers always on the go and cord-cutting becoming more and more popular, it’s important for these OTT platforms to be a reliable option with a comparable viewing experience.”

But reliability issues and problems scaling to larger audiences have plagued the streaming industry because the Internet and old Content Delivery Networks (CDNs) were designed for small static content like text, emails, and images.

To support the massive existing and future demand for streaming video, a team of live-streaming experts formed Streaming Global™ and reinvented the way streaming is delivered. They have created a unique, patent-pending streaming architecture which significantly reduces live latency and scales globally at a lower cost than conventional streaming architectures used by almost all content providers.

Consumers have a better viewing experience when their content provider uses Streaming Global’s technology. It leverages public or private cloud providers to deliver global scale, while

improving visual quality and reducing live latency well below existing live-stream services which revolutionizes the way live and OTT streaming video is delivered.

{The Streaming Global logo shows an infinity sign wrapped around a globe, symbolizing the infinite, global capacity of the Streaming Global technology.}

About Streaming Global: Streaming Global has reinvented the way live streaming is delivered making it ideal for streaming 24/7 OTT channels and live events with single and multi-stream content. The Streaming Global patent-pending technology turns any simple cloud storage server into an ultra-fast live-streaming server, without installing any additional software on the server. This enables live, OTT, social, and on-demand streaming with global scalability over existing cloud providers, such as Microsoft Azure, Amazon AWS, and private/custom clouds, with an easy pay-as-you-go model perfect for growing an OTT business.

Visit www.StreamingGlobal.com to learn more.

Streaming Global is a trademark of Streaming Global, LLC.

For more information, please contact:

Austin Schmidt

+1 (678) 374-3334 Ext. 101

aschmidt@streamingglobal.com