



Edgware AB (publ): Edgware has won a significant Ad Insertion order

Stockholm, Sweden – December 5, 2018– Edgware announces today that it has won a significant order from one of its main European customers, underscoring that Edgware's Ad Insertion offering provides its customers with a pathway to new revenue streams.

Edgware is happy to announce that it has won a significant order from one of its main European IPTV customers. The need to upgrade the existing hardware and software platform is driven by new requirements for making dynamic ad changes via Edgware's ad insertion solution. This offering contains an ad stitching product for IPTV, which enables the customer to dynamically insert new ads in the playout of on-demand catchup and nPVR (network Personal Video Recorder) content, giving our customer a pathway to new revenue streams.

"This is a great win for Edgware", says Karl Thedéen, CEO of Edgware. "Although the order does not fundamentally change our view of the revenues for the year, it does provide proof that our Ad Insertion offering is carrier-class and that our customers are buying into its ability to expand their revenue streams."

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About Edgware

Edgware supplies operators and content providers with systems to deliver modern TV services over the Internet at a huge scale. Edgware's unique technology provides an outstanding viewing experience that allows its customers to retain control of their content. Edgware has more than 200 customers and is headquartered in Stockholm, Sweden, with staff in 11 countries across Europe, Asia and the Americas.

For more information, visit <https://corporate.edgware.tv>

Edgware – Let's make TV amazing again!