

Ipercast expands to the UK with the opening of new office

Global leader in secure content management and delivery for the Web and mobile devices enhances its UK presence

15 October 2009, Streaming Media Europe Show, London: Ipercast, leader in secure content management and delivery for the Web and mobile devices, today announces that it has enhanced its UK presence with the opening of a new office and the appointment of Marina Sirotkin as UK Country Manager. The move follows installation of a network Point of Presence (PoP) in England during 2007 which has been connected to Ipercast's global fibre optic network to provide its customers with a more efficient delivery service for the past two years.

Established in 2001 and headquartered in Paris, Ipercast has developed a comprehensive service offering covering all areas of multi-media content streaming and web caching services designed to help businesses improve the delivery of their content on the Web. Ipercast delivers its services through its own CDN (Content Delivery Network). The Ipercast network's core fibre optic backbone alone spans over 6,000 miles and the network includes many thousands of servers located all over Europe, the United States, Canada and Asia.

Marina Sirotkin, Country Manager, Ipercast commented: "Ipercast has developed a unique solution for management of the complete digital media eco-system including back end content distribution and front end content management - right the way through to content monetisation and security. Our technology enables customers to save significant amount of money through Meta-Caching, as well as offering the ability to optimise and manage content delivery to web and mobile devices. Our latest investment in the UK means stronger relationships with our current UK-based customers including Orange and Universal Music whilst presenting significant opportunities to forge new partnerships with ISPs, telecommunications firms, content owners and the digital media industry."

Jean Michel Laveissière, CEO and Founder, Ipercast added: "Ipercast has a long history of innovation and has successfully doubled its revenue between 2006 and 2008 thanks to excellent service provision to our major customers including; Darty, Real Networks and the TF1 Group. We are committed to strengthening our footprint and capability in the UK."

Ipercast services include the full range of secure streaming and caching solutions such as Video-on-Demand (VOD), intelligent CDN services, mobile streaming, front-end content management tools, Digital Rights Management (DRM), a User Generated Content (UGC) platform, advertising and legitimate Peer 2 Peer (P2P) solutions.

About Ipercast

Set up in 2001 with a head office in Paris, Ipercast is a leading European specialist in secure content management and delivery for the Web and mobile devices. Always at the forefront of technology, the company has built up a service offer which covers both streaming services - encompassing all areas of multimedia stream delivery - and Web caching services, designed to help businesses improve the delivery of their content on the Web.

Ipercast delivers its services through its own CDN network, with a 6,000+ mile fibre optic core backbone and several thousand servers located all over Europe, the United States, Canada and Asia.



Press contact

Nick Ward / Amanda Purdie - Epoch PR – +44 (0)207 401 8001 – nward@epochpr.com / apurdie@epochpr.com

Marina Sirotkin – Ipercast – msirotkin@lpercast.net, +44 (0) 782 4490890

Jean-Michel Laveissière – Ipercast – 01.72.77.70.70 – jmlaveissiere@lpercast.net