



IPERCAST ANNOUNCES PARTNERSHIP WITH ABSOLUTE RADIO

London, 24 November, 2009: ipercast the leading European specialist in secure content management and delivery for the Web and mobile devices has announced a strategic partnership with Absolute Radio. ipercast will take over and manage Absolute's Radio's Content Delivery Network (CDN) and the two companies will continue to work closely together on the development of a range of innovative new services. In the UK ipercast will position itself as a technology partner for WebRadio and other broadcast, media and telecoms companies.

Absolute's Radio's IP network, the Golden Square Network (GSN) spans multiple countries with peering connectivity in London, Manchester, Amsterdam, Frankfurt, New York and Los Angeles. It has been at the heart of the company's pioneering work to introduce new digital services which now sees them deliver content over mobile, online and DAB. The GSN currently serves on average around 150TB of streaming content per month for Absolute Radio stations alone. The network will add to ipercast's already extensive international infrastructure which consists of a 6,000+ mile private fibre optic backbone and several thousand servers located throughout Europe, the United States, Canada and Asia.

"Innovation and partnership are at the heart of the deal between ipercast and Absolute Radio. They are one of the true pioneers of digital radio not just in the UK, but internationally. This maps onto our own culture which has seen us introduce a constant flow of innovation since we were established in 2001 and is embodied in the phrase that we like to stay "one vision ahead". We have developed a unique offering in multimedia content delivery, available for all types of networks from IP to DSL and mobile. We are conducting leading work on digital rights management; have launched the first European broadcasting platform based on Silverlight technology; and our Meta-CDN and Meta-Caching services are unique in the market. We look forward to working with Absolute Radio and many other future partners and customers in the UK to keep pushing forward. Said Jean Michel Laveissière, CEO, ipercast.



Absolute.

 absoluteradio.co.uk

“Absolute Radio is now one year old and the introduction of cross platform digital services has been so successful for us that we see ourselves as a digitally minded music and entertainment brand with audio at its core. The partnership with ipercast enables us to put the network in the hands of a team of world leading specialists and leaving us free to concentrate on developing the best possible content and services for our community of listeners and users .We look forward to pushing the boundaries together.” said Paul Brown, Head of Technology Services

“In the UK we wish to work in partnership with a wide range of players through both the direct and indirect channels. The “eco-system” we wish to build will encompass other technology and networking players; telecoms, ISPs and hosting companies; broadcasters; publishers; content owners; digital agencies and corporates. We believe we will bring a strong offering to the market here because we have a complete turn key solution. A particular focus is the creation of an eco system that will allow easy and transparent content monetisation and distribution for both video and audio. Another good option for the UK market, is our meta caching approach which allows customers to benefit from using multiple service providers and maintain low costs and high availability of the solution.” said Marina Sirotkin, Country Manager UK, ipercast.

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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 offering 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 private fibre optic backbone and several thousand servers located all over Europe, the United States, Canada and Asia.

About Golden Square Networks:

GSN is a Content Delivery Network (CDN) consisting of hardware, high speed connectivity, exchange/peering/transit agreements and data centre contracts. GSN also hosts the websites of Absolute Radio and associated brands.



Absolute.



The GSN international IP network spans multiple countries with peering connectivity in London, Manchester, Amsterdam, Frankfurt, New York and Los Angeles, using one Autonomous System number (AS34763) which is registered with RIPE. In addition to this, GSN also have transit connectivity in both London and New York with multiple Tier 1 transit providers. GSN only uses Tier 1 transit providers to ensure that peering relationships aren't affected.

For further information:

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