

Press release

## OTT platform provider, Xstream expands its North America operations

**Copenhagen, Denmark, December 11<sup>th</sup> 2013: [Xstream](#), a premium provider of OTT and TV Everywhere services, today announced their expansion on the American market, opening an office in Los Angeles, California and appointing Lauren Herman as VP of Sales North America.**

Following the company's growing success on the North American market, the expansion of Xstream in North America, is part of Xstream's continued global expansion.

"We've been fortunate to work with some of the leading telco's, broadcasters and cable operators, such as Disney, Telenor, Canal Digital, SBS Belgium, Pathé and SBS Discovery, helping them to build ground breaking OTT video and TV Everywhere services. Our recent customer wins of global leading industry giants will open doors to new markets and the high interest and demand for future proof, scalable and flexible OTT solution that we're experiencing on a daily basis." said Frank Thorup, CEO and owner of Xstream.

Xstream has appointed Lauren Herman as VP of Sales North America. Lauren joins Xstream to drive the company's growth across the North American market and lead the Xstream team based from the company's office in Santa Monica, Los Angeles, California. Prior to joining Xstream, Lauren was the Sr. Director Global Sales at Mobile Roadie. Prior to that, she had various sales roles at Brightcove. With solid experience within online video management, user experience, app development, VOD and OTT video solutions, Lauren brings an exceptional understanding of Xstream's core market and their needs and challenges.



"I am thrilled to have the opportunity to join the Xstream team," said Lauren Herman. "It is incredibly exciting to be part of the company's expansion into the North American market. I am confident that Xstream's unique OTT and TV Everywhere solutions, MediaMaker, will be a true differentiator in how the US and Canadian markets approach, manage, deliver and monetize on online video- creating simply smarter OTT and TV Everywhere solutions."

### Global expansion

Xstream comes with over decade of vast experience from the highly advanced OTT and TV Everywhere market in Scandinavia, a market that is known for being one of the richest, highly educated and highly digitally savvy markets in Europe. This, combined with the company's vast experience and

recent customer wins of global leaders within their core market, is a huge advantage for Xstream when expanding their business in the North American region as well as in the APAC region- taking on the battle of the customers with the already establish industry giants.

### **About Xstream**

Xstream has been a pioneer in OTT and TV Everywhere since 1999. Drawing on their extensive experience, Xstream works with world-leading Telco's, cable operators and MSOs. Xstream deliver simpler, smarter OTT solutions characterized by superior flexibility, usability, scalability and cost-efficiency. Xstream's comprehensive and scalable end-to-end online video management solution, MediaMaker, offers numerous key modules such as Shop and payment, domain control, assets management and analytics. Xstream also offer a suite of outstanding individual services, including: Apps for Connected devices, Ingest, DRM, Transcoding and Encoding.

Xstream is trusted by leading companies like Disney, Canal Digital, Telenor, Fuhu, Altibox, SBS Belgium, Pathe, Schibsted, Jyllands-Posten and Comoyo,

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