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Skytide Delivers Comprehensive Analytics and Reporting Solution for Online Broadcasters

*Skytide Insight for Online Broadcasting™ Delivers Critical Reports to
Reveal the Value and Impact of Online Video Content*

San Mateo, California, September 17, 2008 — Skytide, the leading provider of analytics and reporting for online content, today announced the availability of a turn-key application for online broadcasting and webcasting services. Skytide Insight for Online Broadcasting™ provides comprehensive analytics and reporting based on the diverse data sources involved in online broadcasting, including data log files from Content Delivery Networks, downloadable media server files, and geographic data, with the flexibility to easily incorporate other corporate data sources, such as customer registration data, call center files, or even sales and financial figures. Skytide's unique architecture allows it to link directly to data streams allowing for fast, continuous analytics and reporting.

The new Skytide application offers online broadcasters and webcasters a simple, effective way to identify the details of video consumption across key segments, such as geography, time periods, and viewer demographics.

"Understanding how users interact with online streaming media is critical in monetizing this content. With Skytide, we are able to very quickly track viewer metrics for both live and archived events, and deliver reports to our customers that have exceeded expectations. In many cases, the Skytide reports have revealed extremely positive, unforeseen results. Because Skytide was able to analyze all media log files during a recent TV Worldwide broadcast of the opening of the Harley Davidson museum, we were able to prove a much larger, and globally diverse audience than predicted. Skytide's accurate measurement has consistently been key in helping us to secure additional business and drive a positive ROI," stated Dave Gardy, CEO of TV Worldwide.

Skytide Insight for Online Broadcasting delivers a complete end-to-end analytics and reporting solution that can be deployed quickly, and requires little onsite training for the business user.

Primary components include:

- **Standard Data Connection Library** — A series of pre-built data connectors are available for the most popular media file formats, including: downloadable media server logs, Content Delivery Network (CDN) log files, Ad Insertion Network log files, and Geographic IP Data. Customized connections can be created for other corporate data sources, such as CRM, IVR, financial, survey data, etc.
- **Standard Dashboard Reports** — Skytide analytical models consolidate multiple sources of data to generate web based dashboard reports. Sample reports include:
 - **Viewer Metrics:** Total number of viewers and requests by content title or type, over time, and viewer metrics across media formats.
 - **Content Metrics:** Average viewing time, peak viewing time, and media formats across titles or types.

- Geographic Distribution: Interactive global maps show viewer location with click-through drill-downs from a “macro” country level to a “micro” zip code view.
- Advanced Custom Reports — Customized reports that incorporate other corporate data sources, such as user registration data and ad insertion log files, can be generated to provide added value by revealing viewer patterns related to content and advertising across age, gender, income, or other collected statistic.
- Ad Hoc Reporting Option — The Skytide Designer uses a drag-and-drop interface to quickly slice and dice the data to build new views of the data and answer customer queries.

“The dramatic growth of the online broadcasting market creates added pressure on content owners to maximize the investments made into producing and delivering rich media content. Skytide was architected to handle diverse, changing sources of data in a timely, accurate manner. We have found this approach to be a perfect fit to help online broadcasters understand the way their content is used, by whom, and when,” stated Keith Feingold, Skytide CEO.

About Skytide Insight for Online Broadcasting™:

Skytide’s turn-key analytics and reporting solution for online broadcasting services is built specifically to meet the reporting challenges facing this growing market. The software solution includes a library of data connectors that cover the most common downloadable media, CDN, and ad insertion log file formats, together with a series of standard and customizable reports that are based on a multiple sources of data. Reports are presented as interactive, dashboard reports that can be quickly saved as PDF or Excel files. Skytide Insight for Online Broadcasting provides the accurate, timely reporting needed to uncover the full impact and reach of online content and its associated advertising.

Skytide Insight for Online Broadcasting is available now. For more information please visit www.skytide.com/online_broadcasting

About Skytide

Skytide is a leading provider of next-generation analytical solutions that provide an unprecedented view into what is driving business performance. Skytide’s breakthrough technology allows users to perform advanced analytics on multiple streams of high volumes of data without the need for a data warehouse. Application areas for Skytide technology include media & entertainment, finance, technology, and other areas of business that generate significant volumes of mission-critical unstructured and semi-structured data. Skytide customers and partners include Akamai, Bittorrent, Internap, Grid Networks, Exploratorium, Total Webcasting, IBM, Microsoft, Sun and Sasol. For more information about Skytide, please visit www.skytide.com.

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