

## **stream5: "They've made it"**

The Munich online video specialist sees 2009 as the key year for the industry and for its own corporate development

**Munich, 2 December 2009** — Christoph Hölzlwimmer had promised the company and the entire industry an "exciting year" when he took up his new role of CEO at stream5 in April last year. And he was proved right: 2009 has indeed been a key year for the Munich company, as well as for the entire industry – in spite of the recession and the media crisis. "In 2009, most branded goods manufacturers and media houses realized that video and online need to be mentioned in the same breath in future," said Hölzlwimmer. The market for moving images on the Web is on a strong upward trajectory, but not fully established as yet. A young company such as stream5, one of the leading providers of online video technology in Europe today, takes advantage of this situation by offering innovative video products, scoring both with customers and with the industry. The most important highlights in the most successful year of the company's history to date:

In May 2009, the new version of the stream5 online video platform was launched: The **Video Machine** makes professional Internet TV accessible to beginners as well. Offering five product packages starting at 99 Euros, the Munich company now not only supplies large branded goods manufacturers and media companies, but also small and medium-size companies as well as clubs and associations.

The trade press awarded the technology and the operating ease of the stream5 solution **top marks in tests**. In July, "Internet-Magazin" put stream5's 2GO right at the top of the podium; other media, such as "PC Magazin", following its lead, made **purchase recommendations**; stream5 came top in comparative testing in September.

As the success of the products increased, so did the personnel: In July, a team of 5 experienced **sales staff** headed by Tobias Hagen joined the company - starting directly at the company's new head office in the Munich "Medienfabrik".

The positive development did not escape the attention of investors either: In September, KfW, Tiburon Partners and private investor Klaus Wecken, under the leadership of the existing shareholder DuMont Venture, injected **fresh capital in the seven-digit range** into the company. An important step on the way to becoming the No. 1 technology provider for online video.

At the same time, the expansion of the portfolio of products and services was progressing apace: With the **Video Syndication Network**, stream5 was realizing the content syndication concept for video as well. Using the Video Syndication Network, subscribing publishers can access a large pool of video clips provided by stream5 customers. The **InVideo-Shopping module** combines Web TV and e-commerce in an innovative video player. With this technology, visitors to online shops can select goods directly in the video, click on them and purchase them - without any media discontinuity whatsoever. Using the **Mobile-Video Player**, companies can double the utilization of their online videos: with the new mobile module, which is available as an option, the stream5 online video platform is also made accessible to the users of mobile devices thanks to fully automatic mobile device recognition. This enables users of mobile phones to actually call and view online videos delivered via stream5 on the go. That stream5 technology was also delivering a step change in quality for all types of **live streaming** events was not only a promise pronounced by the company, but was actually demonstrated directly: there was live streaming taking place at the TechCrunch Munich event in October.

In November, stream5 was the first provider of online video technology to launch tailor-made packages specifically for agencies. Creative, new media and web agencies will find it easy to integrate online videos into their customer projects in campaign format using the **Agency Player** and they can do so without upfront investment.

At the end of November, a totally new chapter opened up for intuitive operation with the stream5 Video Management System - an innovative user interface of attractive design, which was developed entirely from the viewpoint of users and their requirements. The new cockpit means that even beginners will be able to master the highly complex management of videos without any problems - yet it offers the functional variety and efficiency required by the experienced professional.

In all their activities, the people from Munich pursue a policy of working with **strategic partners**. One such partner is online video production company **infotainweb**, with whom stream5 collaborates to offer a full service package for SME customers, brands and publishers that covers everything from consulting, production, connection to existing content management systems all the way to web services, everything from one source. The first joint project proved to be a highlight straightaway: live transmission of the interviews with Microsoft CEO Steve Ballmer on the new operating system Windows 7.

Triumphant conclusion to the year: **"Inclusion amongst the Top Performers"** as one of the three most innovative technologies at the German IPTV Awards 2009.

**About stream5**

stream5 is one of the leading providers of online video technology in Europe. stream5 enables companies to showcase themselves audio-visually on the Internet. Using its intelligent online video products, companies can produce their own Internet TV or integrate video features into their websites and use them economically and intelligently. The portfolio ranges from easy-to-operate video players such as '2GO' and 'READY', to complete systems for Internet TV. In the 'Enterprise' package, for example, stream5 offers a variety of features and applications that allow just about every customer wish to be fulfilled. That also includes the integration of modern forms of advertising and interactive components. Thanks to the media-neutral storage and management of the content, not only websites, but also, for example, mobile end devices can be served. In addition, stream5 operates its own content delivery network, via which the videos can be delivered worldwide. Current clients of stream5 include well-known branded goods marketers, media and Internet companies such as O'Neill, Deutsches Sportfernsehen (DSF), Das Vierte, earthTV, Channel 21, Autoscout24 and Deloitte & Touche. For further information, visit [www.stream5.tv](http://www.stream5.tv).

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**stream5 contact:**

Gabriele Voigt  
Corporate Communications & PR

stream5 GmbH  
T: +49 (0)89 2000079-11  
E: [voigt@stream5.tv](mailto:voigt@stream5.tv)  
W: [www.stream5.tv](http://www.stream5.tv)

**PR Agency**

Ingo Weber  
Sabine Sikorski

Dr. Haffa & Partner Public Relations  
T: +49 (0)89 9931 9130  
E: [stream5@haffapartner.de](mailto:stream5@haffapartner.de)  
W: <http://www.haffapartner.de>