



First Media wins IPTV World Series Award for 'Best Client Software / Intellectual Property Solution'

London – March 23, 2010: First Media, a leading provider of innovative Solutions for video QoE Monitoring and Management, is proud to announce that it has been awarded the prestigious **2010 IPTV World Series Awards for 'Best Client Software / Intellectual Property Solution'**.

First Media gains this honor for the innovative **Xpertis Agent™** product developed by them. **Xpertis Agent™** is part of **Xpertis™** product family that provides real-time, end-to-end, QoE management capability over IP based multi-play networks. **Xpertis™** product family provides industry's most comprehensive solution covering Head-End, Core Network, Aggregation network, Access Network, and Customer Premises to measure Quality at Transaction, Transport Stream, Transmission and Content layers.

Xpertis Agent™ is a real time media quality monitoring software that is deployed on the set-top boxes at home. **Xpertis Agent™** serves as a remote eye for operators to gauge quality of content delivered to end users. **Xpertis Agent™** monitors the quality of media currently being played by the customer from the set-top box, and periodically updates **Xpertis View™** platform at a central Network Operations / Command Center. In addition to this constant monitoring, First Media's unique technology allows operators to perform diagnostic tests remotely on the STB, right from the Network Command Center, thereby substantially reducing number of truck rolls.

First Media's solution has been deployed with Tier-1 Telco's globally.

"Proactively monitoring video quality at the head end and at other strategic points on the network helps the operator know and fix quality issues even before customer gets to notice the issues. This helps to minimize customer churn. At First Media we believe, more closer you monitor to customer, more accurate is the assessment of quality experienced by customer. **Xpertis Agent™** precisely provides such a capability", says Mani Subramanian, CEO, First Media, and he adds "We are honored to receive this recognition at the IPTV World Series Awards. It is a great moment for us. It is an endorsement and encouragement for First Media's commitment to technology innovation". First Media's message to multi-play operators is - "Keeping your customers happy is our business".

For more information, please contact

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About First Media

First Media is a *technology innovation company*, with a special focus on Quality of Experience (QoE) Management for multi-play service providers. Using *Subscriber Viewing Experience (SVE)* model, an intellectual property of our own, we provide a range of products and solutions for IPTV Service Providers, Mobile TV Service Providers, Cable TV Service Providers, Satellite TV Service Providers and Broadcasters.