

FujiSoft and Ooyala Partner to Fuel Momentum of Digital Video Streaming, Analytics and Monetization in Japan

TOKYO and MOUNTAIN VIEW, Calif. (July 17, 2014) -- FujiSoft Inc. and Ooyala today announced a partnership to standardize digital video provided by enterprises, brands and broadcasters in Japan on the Ooyala streaming, analytics and monetization platform. The companies have signed a value-added reseller agreement for Ooyala's cloud-based online video platform. FujiSoft will combine system integration services with Ooyala's platform and professional services to provide one-stop solutions for online video streaming to PCs, mobile devices, and connected TV's in Japanese domestic market.

As high-speed broadband proliferates across Japan, and with dramatic improvements in features and performance among video-capable smartphones and tablets as well as set-top boxes and connected TV's, conventional video streaming services developed mainly for TV devices are becoming more sophisticated and diverse.

In fact, data collected from providers already utilizing Ooyala's platform in Japan indicates that the market is already seeing rapid growth in multi-screen video consumption. For example, during Q1 of 2014, the percentage of web-delivered video consumed on mobile phones was nearly 25% - about twice the global average. As viewers demand an increasing amount of both live and VOD content online and across multiple device types, the combination of Ooyala and FujiSoft services and technologies will provide the ideal on-ramp for providers.

Keith Budge, vice president, Asia Pacific and Japan, Ooyala, said, "The Japanese online video market is poised for major acceleration, especially with regards to multi-screen monetization. Video providers - or any company using video online - will quickly find themselves behind the times if they remain complacent. Our partnership with FujiSoft will provide the fastest and most powerful means of capitalizing on this opportunity by delivering engaging experiences for all devices, in a way that maximizes the potential revenue derived from every video asset."

FujiSoft has been providing a variety of solutions such as video streaming server for TV's, "FSStream,"[※] DTV middleware "FSDTV Middleware"[※] and "Minnano Theater Wii" as its comprehensive video streaming solutions. Ooyala's own set of cloud-based TV technologies has been rapidly gaining global share among major media companies and enterprises. This agreement enables the companies to unify Ooyala's online video platform with FujiSoft's TV technologies as well as SI capabilities. Together, the companies can provide new multi-device online video solutions for cable operators, broadcasters, and large-scale VOD service providers across the Japanese market. FujiSoft and Ooyala will aim to greatly enhance today's digital video user experience and profitability of online video businesses in Japan.

Yutaka Tahara, Executive Operating Officer, FujiSoft Inc. said, "Ooyala's online video platform is adopted by many major media companies globally. We are very pleased about being able to extend its comprehensive solution to cover PC, mobile, and connected TV for media companies

based in Japan by combining their platform with FujiSoft's integration technologies. Together we will fuel momentum in Japan's online video market, which is facing a period major growth."

About Ooyala

Ooyala delivers personalized video experiences across all screens and is a leader in online video management, publishing, analytics and monetization. Ooyala's integrated suite of technologies and services gives content owners the power to expand audiences through deep insights that drive increased viewer engagement and revenue from video.

Companies using Ooyala technology include Univision, Foxtel, Comedy Central, NBC Universal, Telstra, ESPN, Telegraph Media Group, Telefonica, The North Face, Rolling Stone, Dell, Sephora and Yahoo! Japan. Headquartered in Mountain View, California, Ooyala has offices in New York City, London, Sydney, Tokyo and Guadalajara, Mexico. The company works with premier reseller and technology partners throughout the Americas, Europe, Africa, Japan and the Asia-Pacific region. For more information, visit www.ooyala.com.

About Fujisoft

FUJISOFT Incorporated is a leading independent IT vendor with over 40 years of system integration and embedded software development experience in a wide variety of technologies across many different industries, including telecoms, financial, consumer electronics, medical, automotive and many more. FUJISOFT has been providing a variety of solutions such as video streaming server for TV's, FSStream, DTV middleware FSDTV Middleware, and comprehensive video streaming solutions. FUJISOFT utilizes the global network of the whole group, and is developing the business for the global market.