

**PRESS RELEASE**



## **NUMERICABLE ENHANCES ITS SERVICE OFFER WITH ABR SERVICE INFRASTRUCTURE POWERED BY ANEVIA**

**Paris, 14 September 2013 – Anevia, a leader in video streaming and infrastructure solutions for OTT, live TV and Video on Demand (VoD), today announced that leading French cable operator Numericable has launched an Adaptive Bit Rate (ABR) service powered by Anevia technology.**

In order to offer new, enhanced services to the French market, Numericable was looking to scale up its head-ends to deliver ABR and multiscreen video. After detailed competitive reviews, the operator selected Anevia's ViaMotion as the software of choice to be the cornerstone of its new ABR platform.

Premium content security is critical to such ABR deployments and Numericable required a solution able to integrate with multiple DRM implementations. Anevia's ViaMotion Suite was designed from its inception to be interoperable with a wide combination of ecosystem choices including leading DRM vendors and encoder manufacturers. Choosing ViaMotion addressed this requirement and allowed Numericable to rapidly scale its TV services beyond existing cable coverage while providing customers with a brand new TV experience.

"Our integration of ABR solutions was not a question of if or when, but with whom." Philippe LE MAY, CTO, Numericable says. "With a history firmly rooted in video innovation, real technology interoperability and an impressive ABR deployment track record, Anevia stood out as the partner we were looking for. We were equally impressed with the short time it took to implement and get us live: less than two months."

"The rapid pace and continued demand for high video volumes on device requires software companies like Anevia to anticipate operators' needs with hardware-agnostic, flexible solutions." Tristan Leteurtre, CEO at Anevia, explains. "Numericable's choice is yet another vote of confidence in Anevia's technological leadership, and in our ability to deliver the right ABR infrastructure for leading operators and help deliver the ultimate TV experience to millions of subscribers, year after year."

### **About ANEVIA**

Anevia ([www.anevia.com](http://www.anevia.com)) is a leader in the creation of software infrastructure for the delivery of live television and video-on-demand services. Founded in 2003 by the developers of the VLC media-player, Anevia has pioneered the development of video content delivery networks which give television viewers wide freedom of choice in what, when and where they watch. Anevia products are used successfully in markets such as broadcasting, tier 1 and tier 2 telecommunications, and in many private and public companies. Headquartered in France, Anevia is a globally active company with regional offices in the USA Brazil, Dubai and Singapore.

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