



March 24, 2010

EdgeCast Networks Partners With ClickStream TV to Offer No-Commitment Content Delivery Services

Partnership Brings CDN Within Reach for Even the Smallest Businesses



SANTA MONICA, Calif.--(BUSINESS WIRE)--EdgeCast Networks, the superior, cost-effective rich media content delivery network (CDN), and ClickStreamTV, a platform for businesses to deliver video quickly and easily, today announced that ClickStreamTV will offer EdgeCast-powered content delivery services with no commitment.

EdgeCast, with sixteen global points of presence, will power ClickStreamTV's new self-provisioning content delivery services. The EdgeCast network now interconnects with more than 850 user networks around the world, making EdgeCast one of the world's best-connected and fastest CDNs, and providing an ideal foundation for very fast delivery of online video.

"Enabling ClickStreamTV's pay-as-you-go CDN service is exciting for us, because it enables us to help smaller businesses we might otherwise miss," said James Segil, co-founder and president of EdgeCast Networks. "ClickStream's easy interface and their ability to help the non-technical person speed up their video delivery is a win-win equation that we're proud to be a part of."

ClickStreamTV offers a platform-neutral video delivery service that enables even the least technical business owners to bring video online for prospects and customers. Customers ranging from sports promoters to legal educators have used the ClickStreamTV platform to stream video of product demos, entertainment, and live sports events. Business owners can stream content without charging viewers (such as with pre-sales demos) or they can offer content on a pay-per-view basis using ClickStreamTV's CMS and payment technologies.

"Our customers realize the power of online video, but internet congestion is unpredictable, especially when there's no way to know what part of the world your next viewer will be coming from," said Kevin Yahl, founder and CEO of ClickStreamTV. "Opening up the EdgeCast network to these customers will solve the vast majority of their streaming and delivery problems."

Congestion on the public internet has been growing considerably in recent years, driven in large part by the explosion of online video and user generated content. This poses significant problems for publishers because it impedes video performance, often considerably. By delivering online video from servers closest to the end user, these issues are minimized or eliminated, ensuring a quality experience for users regardless of their location. This new service from ClickStreamTV enables small businesses to leverage a global content delivery service without making any bandwidth or spending commitments.

The ClickStreamTV service is available immediately.