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StreamGuys, Inc. Delivers ABS-CBN Broadcast TV from the Philippines Globally Through IPTV and Internet Distribution

Content delivery network helps Philippines largest broadcaster deliver news and entertainment programming to Filipinos living outside the country

BAYSIDE, CALIFORNIA, July 15, 2008 – StreamGuys, Inc., a streaming media and content delivery provider based in northern California, today announced it is handling content delivery for ABS-CBN's IPTV service in Canada, Europe, Japan and South Korea. ABS-CBN Broadcasting is the largest integrated media and entertainment corporation in the Philippines, with 35 television stations, 19 owned-and operated AM and FM radio stations, and 10 affiliated radio stations throughout the Philippines. The broadcaster has been using StreamGuys for content delivery for four years, mainly for on-demand streaming and downloads of ABS-CBN programming over the public internet through its pioneering service, TFCnow!

According to Enrique Olives, Director of Business Development for ABS-CBN Global, there are approximately 8 million Filipinos living abroad. To ensure global delivery of its programming, ABS-CBN has employed the internet to penetrate markets where satellite and cable delivery is cost-prohibitive or unavailable. StreamGuys recently won the IPTV business after four years of providing cost-efficient streaming broadcasts and backend server infrastructure management for the internet streaming and download service at now.abs-cbn.com.

“There is a huge market for ABS-CBN programming outside of the Philippines, and it’s important to make our content available on as many platforms as possible.” said Olives. “Content delivery networks like StreamGuys are ideal for IP-based broadcast distribution because you are essentially leveraging on their relationships with ISPs around the world instead of just purchasing raw bandwidth. This relationship

allows ABS-CBN to focus on its core competency of producing content instead of managing the network for global distribution.”

StreamGuys delivers all ABS-CBN programming as MPEG-4 standard-definition video for IPTV and Windows Media for internet streaming and download services. For the growing IPTV service, StreamGuys built out a cluster of servers in the United States, Japan, and the Netherlands to ensure plenty of network capacity. StreamGuys designed the IPTV server infrastructure to communicate directly with IP addressable consumer set-top boxes, allowing consumers to view content immediately on demand.

“StreamGuys has proven valuable as a CDN that adjusts to our changing requirements as we scale our network,” said Eugene Paden, Head of IT Operations for ABS-CBN Global. “We are in constant discussions as we manage capacity on our network, and scale our server clusters. They also clearly understand the different quality requirements for watching content on TV as opposed to a computer, and manage the network to maintain those various requirements. The network management has been critical as we continue to grow our customer base, and the positive aspects of the scalability vs. cost ratio become increasingly evident as we boost network capacity.”

Olives added that StreamGuys has always offered very competitive pricing as a content delivery network. “The flexible pricing they offer has always been attractive from a business point of view,” he said. “The 24/7 network management is essentially built-in to the overall price, which is nice for both our bottom line and the engineering side. We can go to sleep at night knowing they will take care of things if there is a connectivity issue into a specific country or another problem with the greater network.”

“ABS-CBN’s presence on a multitude of distribution platforms ensures that Filipinos living outside of the country have a direct connection to home. The rise of the internet and IPTV delivery platform for distributing high-quality broadcast content now makes it possible for broadcasters to reach almost every corner of the globe,” said Jonathan Speaker, COO of StreamGuys, Inc. “The relationship between broadcasters and content delivery networks is blossoming as the network infrastructure required to distribute content worldwide can prove difficult to maintain without sacrificing time spent on producing content. As more consumers sign on to receive content, the infrastructure becomes more complex as it scales to handle new traffic. We are proud to assist ABS-CBN for reliable and cost-effective delivery of its broadcast content worldwide.”

About StreamGuys, Inc.

In business since 2000, StreamGuys, Inc. offers a variety of streaming media solutions and tools enabling superior quality delivery and monetization of digital media. Through devout dedication to improving the customer experience, StreamGuys has enjoyed continued success across all sectors of Internet

broadcasting. Headquartered in Northern California, they currently serve a base of nearly 600 clients worldwide, including such companies as Cisco, CIA, NBC Universal, NASA, New Balance and broadcasters such as WNYC, KQED and Chicago Public Radio. Visit www.streamguys.com for more information on their products and services.

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