

Ooyala Completes Series E Funding with Investment Firm EDBI, Establishes APAC Digital Broadcast Operations Hub in Singapore

MOUNTAIN VIEW, CALIF. and SINGAPORE (October 2, 2012) – Ooyala today announced that Singapore-based global investment firm EDBI has joined Telstra and others as Ooyala investors in closing its Series E round of funding. Telstra, one of the largest multinational telecommunications companies in the world and Australia’s largest service provider, led the round. The total amount raised is \$35 million. To further fuel its momentum throughout Asia, Ooyala is also establishing a new hub in Singapore to house its regional digital broadcasting operations and services.

Jay Fulcher, chief executive officer for Ooyala, said, “Two years ago we identified the Asia-Pacific region as a strategically important business imperative, and we’re proud today to have become the definitive leader there. Ooyala is providing the technology platform that will soon be the standard for the biggest media and service providers in the region. Working with the likes of Telstra and EDBI, we now have some of the area’s most powerful resources required to drive the transformation of the media services landscape throughout the Asia-Pacific markets.”

“Ooyala’s leadership in online video analytics and monetization is its key differentiator from competing platforms,” said Ms. Chu Swee Yeok, CEO of EDBI. “Establishing its Asia-Pacific headquarters and development facilities in Singapore, a premier business hub, strongly positions Ooyala to capitalize on the rapidly developing online video revolution in Asia. Through this symbiotic partnership, Singapore’s data analytics capabilities will be strengthened with Ooyala’s pioneering efforts in big data video analytics while EDBI’s extensive international networks will be accessible to Ooyala, enabling it to further expand its global footprint through Singapore to Asia and the rest of the world.”

Today’s announcement comes on the heels of Ooyala signing Telstra as an investor, reseller and customer. Ooyala is now working with Telstra to integrate its streaming, monetization and discovery platform with Telstra’s over-the-top entertainment offerings, including its BigPond broadband service for internet and TV, and T-Box, a revolutionary digital set top box that provides access to free-to-air TV channels as well as internet channels, TV shows, BigPond Movies on demand and FOXTEL on T-Box, via the BigPond broadband service. Telstra will be working with media companies throughout Australia to standardize digital distribution and monetization on the Ooyala platform.

About Ooyala

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

Companies using Ooyala technology include Telstra, ESPN, Pac-12 Enterprises, Miramax, Bloomberg, Telegraph Media Group, Tennis Australia, The North Face, Rolling Stone, Dell, Sephora and Yahoo! Japan. Headquartered in Mountain View, California, Ooyala has offices in Los Angeles, New York City, London, Sydney and Guadalajara, Mexico; and 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 EDBI

EDBI is a leading investment firm headquartered in Singapore with a worldwide presence. EDBI invests to drive growth opportunities within the knowledge and innovation-intensive sectors of Internet & Digital Media, Biomedical Sciences, Clean Technologies as well as key industries in Singapore. As a value adding investor, EDBI creates sustainable and synergistic partnerships with its portfolio companies, leveraging on its extensive networks and experience

to facilitate the companies' growth strategies for Asia and the world, through their operations in Singapore. For more information on EDBI, visit <http://www.edbi.com>.

About Telstra

Telstra is Australia's leading telecommunications and information services company, with one of the best known brands in the country. Telstra has a dedicated media division responsible for managing Telstra's end-to-end media capacities which include IPTV, movie downloads, online and mobile entertainment, directories and search as well as a 50 per cent investment in Australia's leading subscription television service FOXTEL with more than 100 channels. For more information visit www.telstra.com.au.