



## **OOYALA TO OPEN VIDEO RESEARCH CENTER IN SINGAPORE FOCUSED ON MULTISCREEN ANALYTICS AND MONETIZATION**

**Top video innovator names Keith Budge as vice president, Asia Pacific and Japan; releases new data on multiscreen video trends in Asia-Pacific countries**

**MOUNTAIN VIEW, Calif. and SINGAPORE (June 19, 2013)** -- Ooyala, the leading innovator in premium video publishing, analytics and monetization, today announced plans to open a new research and development center in Singapore as it establishes the region as its hub for operations throughout Asia Pacific. The company also appointed Keith Budge, a former senior executive of Oracle, Business Objects, Telstra, and big data startup Greenplum, as Vice President, Asia Pacific and Japan.

Under the leadership of Mr. Budge, Ooyala's research center will focus on media and video innovation, analytics and monetization. Broadcasters, media companies and universities throughout the region will be invited to participate in the research, which will have an Asia Pacific focus. Singapore is an ideal location because of its national broadband network, advanced 4GL communications technology and the availability of a highly skilled big data research talent pool.

The research center is expected to be operational in 2014, with a team of about 20 research engineers, product developers and data scientists by the end of that year. Ooyala already has a strong presence across the Asia Pacific countries and Japan, with major customers and reseller partners including Yahoo! Japan, C.J. Powercast in Korea, and Telstra, Australia's largest multi-service operator and one of that country's largest enterprises.

Mr. Fulcher said, "In 2016, we expect to see more video consumed over IP than over traditional broadcast, cable or satellite systems. As a part of the world on the cutting edge of technology, the Asia Pacific region, and Japan, will contribute substantially to that growth. We're strengthening our leadership here with our new research center and partnerships with some of the region's leading broadcasters, businesses and governments. Our combined efforts are moving the television experience into the future."

"We are pleased with Ooyala's plan to establish an R&D centre in Singapore, focusing on Asian video-related innovation and technology," said Ms. Chu Swee Yeok, President & CEO of EDBI, the global Singapore-based investment firm and partner of Ooyala. "As a leader in big data video analytics, Ooyala's presence in Singapore will bring cutting-edge capabilities and deepen functional expertise in applied analytics for video. Ooyala's pan-Asian strategy will be well served by EDBI's support as well as government and business networks."

Ooyala also released today its Q1 2013 Global Video Index, which highlights multi-screen consumption trends throughout the Asia Pacific region. Jay Fulcher, president and chief executive officer of Ooyala, will be presenting these trends as part of his keynote presentation, "Big Data and the Evolution of Broadcast," on 20 June, 2013 at Broadcast Asia in Singapore.

The findings of Ooyala's Q1 2013 Global Video Index include:



- Worldwide, the share of tablet and mobile video grew 19% in Q1 2013. This is on pace with the 100% year-over-year growth Ooyala reported in its [2012 Year in Review](#).
- Mobile and tablet video now account for more than 10% of all online video plays. This is the highest percentage reported by Ooyala to date, and more than double the 4% share that mobile and tablet accounted for in Q1 2012.
- Mobile and tablet video viewers spent more than half of their total online viewing time watching long-form videos\* last quarter. Q1 2013 was the first quarter that mobile (53%) and tablets (52%) beat desktop PCs (38%) in percentage of time spent watching long-form video.
- In Singapore, Hong Kong, Japan and Korea, viewers watch live video 20 times longer than on-demand video across all device types. This was nearly double the global ratio of live versus on-demand content during the quarter.
- Singapore leads the region in time per live play, with an average live viewing session of 52 minutes.
- Viewers in Singapore, Hong Kong, Japan and Thailand spent more than one-third of their total online viewing time watching videos longer than ten minutes last quarter.
- Long-form video viewing accounted for 45% of the total time spent watching video online in Malaysia last quarter.

#### **About Ooyala's Global Index Report**

Ooyala's Global Video Index report measures billions of video analytics events each day. The company's industry-leading analytics technology and real-time big data architecture help media companies, broadcasters, service providers and brands earn more money with mobile, multi-screen video.

#### **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 Telstra, ESPN, Pac-12 Enterprises, Miramax, Bloomberg, 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](http://www.ooyala.com).

*\* Video more than 10 minutes long*