

Streamroot joins the Streaming Video Alliance to help shape the future of online video

Streamroot, the leading provider of distributed delivery for OTT video, announced today that it was selected to become a principal member of the Streaming Video Alliance, an industry forum comprised of leading companies from the online video ecosystem.

Streamroot was selected for a one-year principal membership, as part of the Alliance Membership Grant Program, which invites innovative companies to participate in and contribute to the Alliance's work, and take an active part in the Alliance's mission of deeper industry collaboration across the video streaming ecosystem. As a principal member, Streamroot joins NBCUniversal, FOX Networks, Sky, Disney Streaming Services, Comcast, Amazon Web Services and others in developing best practices, guidelines and technical specifications that address critical challenges in online video.

"We're delighted to join the Alliance," says Pierre-Louis Théron, Co-Founder and CEO of Streamroot. "We are honored to be part of this distinguished organization. Our selection demonstrates the essential role peer-to-peer delivery has in the future of content delivery," he adds. "We are eager to share our knowledge and participate in working groups that will determine the next industry standards for high-quality video delivery."

"The Streaming Video Alliance was established to develop an open architecture, propose standards, and promote best practices to support the future of streaming video," said Jason Thibeault, Executive Director, Streaming Video Alliance. "We welcome Streamroot to the Alliance. They join leading organizations from across the industry to help shape the future of online video by collaborating, discussing, and planning how the video ecosystem can operate openly and scale to best meet consumer demand."

Founded in 2014, the Streaming Video Alliance's charter is to encourage deeper collaboration across the entire online video ecosystem, which will include the development of standards and best practices for an open architecture that will operate across the entire online video value chain. The Alliance is currently focused on identifying issues and solutions related to open architecture, quality of experience and interoperability.

About Streamroot

Streamroot is a leading provider of innovative OTT delivery technologies for media groups, content publishers and enterprise customers. Powering over 20 million video sessions every day, Streamroot's peer-to-peer video CDN, midstream CDN switching and eCDN solutions offer broadcasters a key competitive advantage through improved quality of service, greater audience reach and infinite delivery capacity with zero infrastructure investment. Plug-in free for viewers, Streamroot delivery solutions integrate seamlessly into broadcasters' existing video workflows. Streamroot is supported on all major web and mobile platforms, as well as Android and iOS set-top boxes, providing the most comprehensive user coverage on the market.

Founded in 2013 in France, the company today benefits from top-tier VC funding and serves premier media groups from its offices in Paris, New York and Denver.