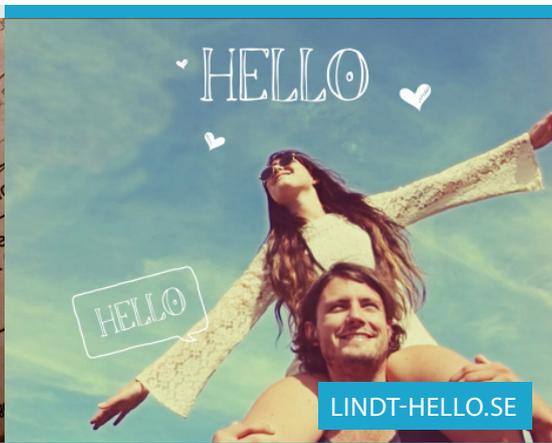


# GONE FISHIN'

News from Rackfish | [www.rackfish.com](http://www.rackfish.com) | 018 18 18 00

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## Swisscom - awarded Samsung S4-campaign

The campaign produced by Heimat Berlin / Perfect Fools for the Samsung S4 together with Swisscom keeps winning awards: FWA, several different Lovie Awards and different DMMA Onlinestar. Rackfish managed the campaign, proving to be the most visited live-streaming we did during 2013.

## Red Bull live-streaming from Uppsala Castle

During the last week of September, the Martin Söderström Invitational - a SVT-transmitted Mountainbike Big Air competition - took place. Rackfish delivered bandwidth for live broadcast on SVT Play.

## European Converse hosted by Rackfish

Rackfish was chosen when Converse were to host their European brand-sites. Customers from among other countries Germany and Greece now arrive at Rackfish-driven servers.



## Acquisition of Streamio

**At the end of December 2013, Rackfish acquired Streamio - a leader in streaming and VOD (Video On Demand) in the Nordic countries. "As Streamio now becomes a part of Rackfish, we will be able to join forces and provide all clients with an unparalleled selection of professional services, ranging from simple Video-on-Demand solutions and Live Streaming to integrated global campaign hosting solutions." - says Johan Olde, CEO of Rackfish.**

More than 300 of the most well-known brands in Scandinavia have selected Streamio over other OVP's for one simple reason - Streamio makes their life easier by providing them with the simple, intuitive tools they need to effectively manage their HD video content on websites, intranets, tablets, smartphones, mobile applications

and social media channels. With the acquisition of Streamio, Rackfish can now offer a complete product portfolio of video services: from custom live-services to user-configured systems where the customer through embed-codes or API can retrieve and stream video to websites, mobile devices, intranets, etc.

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