

## **NTT Europe Online and Nativ Systems Become Natural Choice for Internet Broadcast and IPTV Service Management**

***Nativ Systems has partnered with NTT Europe Online to offer one of the most comprehensive digital broadcast and IPTV outsourcing packages on the market***

**London, 10th August 2007** – NTT Europe Online, a leading provider of managed hosting services, has been selected to partner with business process outsourcing specialist Nativ Systems to offer one of the most comprehensive digital media distribution and Internet broadcast managed services in the industry.

The partnership combines Nativ's expertise in the creation, implementation and management of Internet broadcast and IPTV solutions with NTT Europe Online's proven managed hosting platform and global content distribution network – the perfect complement for customers looking to explore revenue opportunities presented by the huge uptake of Internet broadcast and video distribution technologies.

Jon Folland from Nativ Systems said: "There has been an explosion in the delivery of video-based content across an increasing number of emerging platforms. Consumers expect to interact with businesses and their products in a rich and diverse way. It's an incredibly exciting time and we're experiencing a surge in the number of companies that want to explore Internet broadcast and IPTV and video content delivery as a revenue opportunity.

"Understandably many businesses do not have the in-house expertise or IT infrastructure in place to deliver Internet video and rich media services quickly and cost effectively. Through our partnership with NTT Europe Online, we can now offer one of the industry's leading outsourcing solutions in this area."

Full service digital creative agency GT has been using the Nativ Systems and NTT Europe Online managed service for a number of its customers including Audi and Premier Travel Inn. Chris Minas, Head of Technology, GT said: "We continuously strive to provide our customers with innovative ideas that use the latest in rich media content delivery and offer new ways to engage and interact with their stakeholders. We chose NTT Europe Online and Nativ Systems because they proved they could deliver the stable, secure and global technology backbone which is crucial to the success of our digital campaigns. With the support of this specialist partnership we can focus on what we do best – creating and implementing the most forward-thinking and innovative campaigns."

Damian Skendrovic, Regional Director, NTT Europe Online comments: “We have extensive experience in helping our partners deliver solutions that meet their clients ever changing digital media needs – bringing to the table both a global content delivery network and technology infrastructure as well as over 10 years of consultancy expertise. We have the flexibility and technical know-how to scale and adapt to our partners’ requirements, and by working as a team our partners have enjoyed great success.”

### **About NTT Europe Online**

NTT Europe Online provides managed hosting, security and application management services to businesses globally. These services provide the reliability, availability, security and scalability needed to underpin business success online.

NTT Europe Online is certified to ISO27001 for Information Security Management and, as part of the world’s largest telecommunications company (NTT Group), has the global reach and scale to support businesses of all sizes. **For further information visit**

[www.ntteuropeonline.com](http://www.ntteuropeonline.com)

### **About Nativ Systems**

Nativ Systems is a consulting, technology and outsourcing company specialising in the design and management of broadcast, IPTV and rich-media business systems. Through working closely with our clients and applying thorough strategic and project planning we deliver expert solutions and increased business performance. **For further information visit** [www.nativ-systems.com](http://www.nativ-systems.com)

### **About GT:**

Awarded for creativity and effectiveness every year for the last eight years GT is one of the UK’s most respected full-service digital agencies, offering end-to-end strategic, design, marketing and technology services across all major digital platforms. (Web, iTV, Mobile, Transvision, Bluetooth, and more)

One of the pioneers of the digital revolution, founded in 1994, the agency has a rich heritage of working with world-class brands such as Audi, British Airways and Canon; challenging convention while delivering business benefit.

GT believes that ideas make valuable relationships, and prides itself on having some of the most talented people in the market, a growing and ever more innovative market.

[www.wearegt.com](http://www.wearegt.com)

**Ends.**

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