



# First Browser Based Internet TV Studio Presented at the NAB 2008

Mogulus, the Leading Internet Live Broadcasting Platform Announces Professional Offering, Launches Video On-Demand Feature, Live HD Streaming and Signs Partnership with Gannett Company at the 2008 NAB Trade Show

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LAS VEGAS--(BUSINESS WIRE)--Mogulus' Internet video platform gives producers everything they need to launch their own LIVE 24/7 television station. Mogulus' free, ad-supported service, launched in November 2007, has already helped more than 50,000 producers launch their own Internet television stations, streaming more than 100 million unique viewer minutes every month.

Most of the world's television content is by far consumed through linear and live TV broadcast. However, on the Internet, video platform solution providers have been so far solely focused on helping their customers launch video on-demand on their websites.

Mogulus believes that live as well as scheduled linear TV are also very important for the Internet medium – providing a complementary live and social viewing experience.

Before Mogulus, companies who wanted to launch linear TV channels on the Internet had to build their own solution using traditional and expensive production hardware to playout linear TV and mix live video on the web.

Now, with Mogulus, it can all be done within a single integrated platform.

Mogulus' platform is unique as it enables producers to launch a true 24/7 Internet TV experience. Whether you want to turn existing video on-demand content into a 24/7 linear TV station on the Internet or produce live multi-camera events with broadcast graphics – the **Mogulus Studio** provides the complete solution in an easy to use collaborative web browser based application.

The **Mogulus Broadcast Network** is integrated at the core of the service providing a turnkey scalable content delivery network for Flash technology based, linear, on-demand, and live broadcasting.

As part of the Mogulus platform comes the Flash based, embeddable **Mogulus Video Player**, which integrates Linear TV, Live and On-Demand broadcast into a single user experience. The player is highly customizable and can be embedded anywhere on the Internet (website, blogs, social networks), enabling for example producers to syndicate channels to other websites. The player also features a fully integrated chat for audience interaction.

Today Mogulus announces its **Mogulus Pro** offering which will let media companies take advantage of the unique Mogulus platform to launch Internet based television projects. From launching Web TV channels on their portal and covering live events to re-broadcasting existing TV stations on the Internet, Mogulus Pro is the most complete Internet video platform available today. It also has great applications for corporate communication, television, and conference broadcasting.

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

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## Mogulus Pro features:

- White-label or skinless player (no Mogulus branding).
- Ad-free.
- Analytics – create in-depth audience reports for management and advertisers.
- Professional Terms Of Use.
- Higher quality options:
  - 16/9
  - HD Live and On-Demand
    - H.264
    - Access to Mogulus APIs.
    - Time-based autopilot scheduling.
- Private channels (not published in the Mogulus directory).
- Additional library storage.
- Priority transcoding.

## Gannett Company Partnership

Mogulus and Gannett Company (the largest U.S. newspaper publisher) have been working together over the past 2 months and successfully deployed the Mogulus platform within Gannett television stations and newspapers. Recently, Indiana's largest newspaper, Gannett publication The Indianapolis Star, broadcasted Bill Clinton's speech live from Indiana University's Assembly's Hall using Mogulus.

Today Mogulus and Gannett signed an agreement to formalize their partnership and continue the deployment and test of the Mogulus Pro platform within Gannett Company.

## New Video On-Demand Feature

At NAB this week, Mogulus is launching its new Video On-Demand feature enabling producers to offer an On-Demand library alongside their live linear TV channel – integrated in the same embeddable player widget. In the same way that many broadcasters have on-demand libraries alongside their linear channels on cable TV, the new On-Demand feature is the only service enabling producers to replicate the cable television experience for their Internet viewers. Mogulus' server based recording means that producers can offer on-demand replays of live events immediately after the event without lengthy post-event archive upload.

## ED and HD Live with Kulabyte

Mogulus has also announced a partnership and integration with the Kulabyte encoder product range to deliver Live Flash HD Quality Encoding and Broadcasting to more Internet producers.

## NABLIVE.TV

Premier Entertainment Network, who is covering live the 2008 NAB tradeshow and keynote speech from their HD production truck, has selected Mogulus as its distribution platform. Check Mogulus in action at 9 a.m. PST for the opening NAB keynote speech by Tim Robbins live on [www.nablive.tv](http://www.nablive.tv)

## Mogulus Booth At NAB

Mogulus invites everyone attending the NAB Trade Show to visit the booth number SL3705 where the Mogulus team will be demonstrating the software and answering questions. For those who can't make it to NAB, the Mogulus platform is free and launching a TV channel is a matter of seconds. Questions can be addressed to [info@mogulus.com](mailto:info@mogulus.com).

## About Mogulus

Mogulus is an Internet video platform giving producers everything they need to launch their own LIVE 24/7 television station. Key features include: live multi-camera mixing, broadcast graphics, 24/7 scheduled playout, video on-demand, chat, embeddable and brandable Flash player, built-in scalable CDN and analytics.

Mogulus has already helped more than 50,000 producers launch their own internet television stations and more than 2.5 million unique viewers are watching Mogulus channels every month.

For more information visit [www.mogulus.com](http://www.mogulus.com)

## Contacts

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