



Skytide Announces Next Generation Reporting & Analytics Solution for CDN Providers and Resellers

Introduces Custom Dimensions and Business Partner Portal

Oakland, CA — March 23, 2010 — Skytide, the leader in Digital Media Performance Management, today announced the next generation of its Insight for Content Delivery Networks reporting and analytics application, upgraded to support the innovative business models proliferating among CDN providers and resellers.

“Seismic changes are afoot in the content delivery arena, with telcos, ISPs and cable companies gearing up to challenge established CDNs for a share of the burgeoning online video market,” said Skytide President & CEO, Michael O’Donnell. “Those entering the space will need a reporting & analytics solution that can accommodate evolving business models and handle the massive amounts of data that CDNs generate — something that Skytide is uniquely capable of handling out of the box.”

Foremost among the new Skytide features are:

- **Custom Dimensions:** Content delivery networks, CDN resellers and their customers and business partners can now measure traffic distribution by any desired attribute; for example, by content categories, customer types or service types.
- **ISP / Business Partner Portal:** Content delivery networks and resellers can stay on top of rapidly changing business models by providing business partners — like bandwidth suppliers, content owners or syndicators — with their very own reporting portals.

These new features augment Skytide’s existing comprehensive CDN reporting & analytics capabilities, including more than 144 distinct reports that can be used to:

- Isolate and correct service quality issues
- Forecast traffic and provision capacity
- Justify pricing
- Ensure accurate billing

“Many telcos, ISPs and cable companies are no longer satisfied to let established CDNs distribute content over their fiber; they want in on the game,” said 451 Group analyst, Krishna Roy. “Skytide is well positioned to help these new entrants in the CDN space to quickly deploy a proven, highly scalable reporting & analytics solution.”

About Skytide:

Skytide, the leader in Digital Media Performance Management, provides leading digital media companies and content delivery providers with the most complete view of their operations, delivering the information necessary to make better-informed business decisions. Only Skytide's software-as-a-service and on-premise solutions can process massive amounts of disparate data sources - including CDN log files, ad insertion logs, and web analytics data - and consolidate them into a single 360° view. Skytide is venture-backed and works with leading digital media and technology companies including: Accenture subsidiary, Origin Digital; Cisco; Clear Channel Communications; Comcast subsidiary, thePlatform; IBM; MTV Networks and Qwest.

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