



First Media is shortlisted for 2010 IPTV World Series Awards at London.

Dallas (Texas) – February 25, 2010: First Media, a leading provider of innovative Solutions for video QoE Monitoring and Management, is proud to announce that it has been shortlisted for the prestigious 2010 IPTV World Series Awards under two categories.

Our *Xpertis™* family of products that provide real-time, end-to-end, QoE management capability over IP based multi-play network is shortlisted in the “**Best Quality Improvement Solution**” category and *Xpertis Agent™*, a **soft client on the IP STB** is shortlisted in the “**Best Client Software/Intellectual Property Solution**”.

The award winners will be announced at the IPTV Awards Gala Dinner, scheduled to take place on the first evening of this year’s IPTV World Forum, Tuesday, 23rd March 2010, at 7pm at the Royal Garden Hotel, London. The IPTV World Series Awards are given annually and recognize excellence in the IPTV industry.

First Media's **End-To-End QOE monitoring Solution**, which is nominated for “**The Best Quality Improvement Solution**” is industry's most comprehensive solution covering Head-End, Core Network, Aggregation network, Access Network, and Customer Premises to measure Quality at Transaction, Transport Stream, Transmission and Content layers.

Unique and powerful soft probe *Xpertis Agent™*, is nominated for “**The Best Client Software Intellectual Property**” award. *Xpertis Agent™* is remote eye for operators to gauge quality of content delivered to receivers. First Media's unique technology allows operators to perform diagnostic tests remotely on the STB, thereby substantially reducing number of truck rolls.

First Media’s solution has been deployed with Tier1 Telcos globally.

“Proactively monitoring video quality at head end and different points on the network and very importantly at customer premises help fix quality issues even before customer starts complaining. This helps manage customer churn. At First Media we believe, more closer you monitor to customer, more accurate you can access QOE. First Media's comprehensive End-To-End monitoring solution exactly does that with its probes at various locations ” says Mani Subramanian, CEO, First Media. He also says “Being shortlisted for this award recognizes First Media's commitment to innovation and superior technology, which equips operators to increase their revenues and reduce cost related to non quality”

For more information, please contact

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About First Media

First Media is a *technology innovation company*, with a special focus on Quality of Experience (QoE) Management for multi-play service providers. Using *Subscriber Viewing Experience (SVE)* model, an intellectual property of our own, we provide a range of products and solutions for IPTV Service Providers, Mobile TV Service Providers, Cable TV Service Providers, Satellite TV Service Providers and Broadcasters.