



RealNetworks and CIBN OTT TV Enter Next Phase of Strategic Partnership with Commercial Trial of RealMedia HD

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BARCELONA, Spain, Feb. 25, 2018 /PRNewswire/ -- [RealNetworks, Inc.](#) (NASDAQ: RNWK), a leader in digital media software and services, today announced that it has entered the next phase of its strategic partnership with China International Broadcasting Network (CIBN) OTT TV. CIBN OTT TV will launch a commercial trial of RealNetworks® next-generation codec, RealMedia® HD, on its over-the-top (OTT) HD VIDEO app and Stars China mobile app, China TV. CIBN OTT TV is one of the seven broadcasting networks that is licensed to distribute over-the-top content in China. Through this trial, hundreds of millions of CIBN's OTT TV users will now have access to RealMedia HD encoded content, ensuring a faster, more efficient and higher-quality streaming experience.



This is the first announcement since the two parties signed a strategic partnership agreement in 2017, and marks a major step forward in the formation of RealMedia HD's content ecosystem.

"Streaming media infrastructure is rapidly evolving and China's OTT services are at the forefront of the space. To partner with CIBN OTT TV, a recognized leader in OTT services in China, and bring RealMedia HD's capabilities to its millions of users is monumental. CIBN OTT TV holds the key to what the future of OTT services will be and we're proud to be part of this phase and contribute our technology," said RealNetworks' Chairman and CEO, Rob Glaser.

RealMedia HD is a cutting-edge technology that delivers high-definition video in superior quality over the Internet and on virtually any device. Also, it enables video operators to efficiently deliver 1080p and 4K content while significantly reducing encoding and storage costs.

The CIBN HD VIDEO app integrates the resources of China Radio International, Youku and more than 20 content providers in China, providing users with access to large quantities of copyrighted HD video content on smart TVs and OTT set-top boxes. The in-app content zone encoded in RealMedia HD format features on-demand viewing of a large number of the latest popular movies, TV shows and variety shows. This allows users to stream the latest content in the highest quality possible, even when network bandwidth is congested in dense urban settings or limited outside of cities.

"We are very excited about the launch of this commercial trial. CIBN OTT TV is a leading operator in the industry, and an important strategic partner of RealNetworks in exploring the China market," explained Hense Jiang, RealMedia HD Product Director at RealNetworks. "We look forward to witnessing the outstanding performance of RealMedia HD on an international platform together with our partner."

CIBN's users can also enjoy RealMedia HD's fast, reliable and high-quality content on the mobile TV app, ChinaTV, which is operated by CIBN Stars China, a subsidiary of CIBN Oriental Network. The ChinaTV App operated by CIBN Stars China, is a flagship mobile new media service platform of China Radio International (CRI), and a valuable supplement to the large-screen service offered by CIBN OTT TV.

"The commercial trial makes it possible for users to access high-definition video at a low bitrate," said Mr. Ke Hengzhong, CTO of CIBN OTT TV. "RealMedia HD's format provides major advantages in terms of lower bitrate and higher image quality when compared to other existing applications in the market. Since competition in the OTT TV industry is centered on content and viewer experience, we believe that RealMedia HD will provide solutions that are extremely valuable and cost-effective."

RealNetworks and CIBN OTT TV will jointly present the CIBN HD VIDEO app and ChinaTV mobile app in Stand #1G58 at Mobile World Congress (February 26 – March 1) in Barcelona, Spain.

For more information on RealMedia HD technology, please visit <http://www.realnetworks.com/realmediaHD>. For image screenshots, click here: <http://bit.ly/2CGC5gp>

About RealNetworks

RealNetworks creates innovative software products and services that make it easy to connect with and enjoy digital media.

RealNetworks invented the streaming media category and continues to connect consumers with their digital media both directly and through partners, aiming to support every network, device, media type and social network. Find RealNetworks corporate information at www.realnetworks.com.

About CIBN OTT TV

CIBN OTT TV was officially launched for commercial use in May, 2012. It is an internet-based TV business of China International Broadcasting Network (CIBN). Run by China Radio International, China's state-run international radio news service, CIBN is a national radio and television broadcaster that interacts with a global audience through multilingual, multi-type, multi-terminal forms of communication. CIBN OTT TV is independently developed and operated by CIBN Oriental Network (Beijing) Co., Ltd., with authorization by China Radio International.

Since its launch for commercial use, CIBN OTT TV has developed into a cross-screen, cross-platform, and cross-border comprehensive OTT TV operator that offers a wide range of services. Over the years, CIBN OTT TV has been making sustained efforts in developing services for a variety of market niches, including original and self-owned proprietary content, e-commerce, gaming, virtual reality (VR), education, health, traditional culture, music & performing arts, interactive live streaming, among others, and has been engaged in a diversified range of businesses, including terminal manufacturing, value-added services, e-commerce, advertising and so on.

About CIBN HD VIDEO

CIBN HD VIDEO is an online video client designed and developed by CIBN OTT TV for Android TV users. Based exclusively on the research and development efforts of CIBN Oriental Network (Beijing) Co., Ltd, CIBN HD VIDEO provides a series of functions and services, including audio & video on demand, video transmission, video search, personalized data recording, and multi-screen interaction, among others. It features a rich variety and wide range of content, outstanding image quality, smooth playback, and ease of operation.

CIBN HD VIDEO currently provides a wide range of HD content, consisting of its self-owned copyrighted content, copyrighted content provided by cooperation partners and content produced by CIBN HD VIDEO, all of which are available to the users. This video app not only offers such entertainment video resources as films, television plays, variety shows and animations, but also provides exclusive high-quality program content such as Zen culture, gaming, music, shopping, education, grand theatre and the like for specific sections of the audiences.

About ChinaTV App

China Radio International (CRI) is a state-run international radio news service based in Beijing and broadcasting in 65 languages. ChinaTV combines and shares video resources from CRI, domestic and international media partners, and third-party news suppliers, including more than 300 domestic TV shows and 140 live stream channels. It will present on-the-spot international news reports, and live streaming of big media events.

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