

Press Release

Brussels, Wednesday, May 11, 2005



Telemak ensures its broadcasting quality with ip-label

Telemak is offering its customers continuous streaming monitoring and is committed towards providing a quality of service that has been tested and proven by Europe's QoS measurement market leader.

Faced with an uncontrolled competitive environment and the complexity of the push channel, Telemak's initiatives are directed towards its European customers and offer unique marketplace transparency.

Thanks to ip-label, Telemak can now guarantee its customers with a high quality of service on all of its end-to-end solutions.

"By offering a range of customised and targeted complementary monitoring tools, enabling business performance evaluations, our customers can have every confidence in using our services" explains Christophe Lenaerts, CEO of Telemak.

What can ip-label measure?

- ▶ The DATAMETRIE STREAMING service enables customers to set performance objectives and to measure their progress in relation to the changes made to the various elements influencing quality of service.
- ▶ Among other things, the service captures the negotiating time, the "buffering" time, the anomalies observed during a determined stream reading time, the number of failures and their elapsed time.
- ▶ The featured indicators are as follows:
 - Initialisation phase performance
 - Reading failures
 - Details per test
 - Anomaly rate and distribution
 - Stream quality indicator

Why choose ip-label ?

As a key European player in streaming broadcasting, Telemak needed to choose a widely recognised player.

ip-label specialises in the supervision and monitoring of the availability and end-to-end performance of IP services (web, VoIP, TVoIP, e-mail, ftp, streaming, news, chat), and business applications working in a Windows environment (Citrix, ERP, SAP, Terminal Services, Lotus Notes, Oracle).

The ip-label mission is to provide companies that have an Internet, Intranet and Extranet strategy, with measurement tools allowing them to gain knowledge on the Quality of Service (QoS) experienced by the users and customers of their services on line.

With around 2000 end-customers using ip-label on a daily basis and with over 15 million measurements performed each day from 36 assigned measurement points in Europe, North and South America and China, ip-label is Europe's QoS measurement market leader.

About Telemak:

Telemak is one of Europe's leading providers of streaming media services and service management, offering a range of products and B2B Internet solutions such as Webcasting live, audio and video streaming, media hosting, network architecture design, payment management, encoding and consultancy services. Telemak's clients include Apple Computers, Telenet, the US Department of State, the European Council and Parliament, Neckermann and Atlas Copco, among others.

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