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RealNetworks And CIBN Oriental Form Partnership To Deploy Advanced RealMedia™ HD Technology

BEIJING, Aug. 16, 2017 /PRNewswire/ -- [RealNetworks, Inc.](#) (NASDAQ: RNWK), a leader in digital media software and services, today announced a partnership with CIBN Oriental Network (Beijing) Co., Ltd, one of the seven broadcasting networks that is licensed to distribute over-the-top (OTT) content in China, to enhance the company's TV and mobile video streaming capabilities. By leveraging RealNetworks' innovative RealMedia™ HD technology, CIBN Oriental's users will enjoy fast, reliable and superior OTT service on large screens as well as on any mobile device.



OTT service has become one of the fastest growing parts of China's internet video market. By 2022 China will command half the revenues for the Asia Pacific OTT TV market, according to Digital TV Research.

"Applying RealNetworks' innovative technology into our platform helps build a customized and localized ecosystem for CIBN OTT TV," said Mr. Gong Yuguo, General Manager of CIBN Oriental. "The unique video codec allows CIBN Oriental to explore new business models in copyright protection and information security, and to develop a better service model for content management."

RealMedia HD is an advanced video codec that delivers exceptional image quality for high-definition experiences - giving viewers high-quality video over the Internet on their choice of devices. "RealMedia HD has a competitive edge versus video encoding technologies such as H.264. By implementing RealMedia HD onto our platform, we'll enable crisp image quality at a lower bitrate," said Mr. Ke Hengzhong, CTO of CIBN Oriental. "On the other hand, smoother streaming and better user experiences can be achieved at the same bitrate for transmission." By implementing RealMedia HD, CIBN Oriental's users will enjoy superior streaming experience with reduced data costs, higher image quality with lower storage needs, and lower battery consumption for longer viewing time.

"We're pleased to partner with CIBN Oriental and provide their millions of users with RealNetworks advanced RealMedia HD technology, ensuring a faster, more efficient and higher-quality streaming experience," said RealNetworks' Chairman and CEO, Rob Glaser. "CIBN Oriental's huge library of premium and diversified content will be of great interest to our mutual end-users. We're happy to partner with CIBN Oriental to jointly strengthen the RealMedia HD ecosystem."

"RealMedia HD is a next generation video technology, which enables rich, and immersive viewing experiences," said Morris Zhang, Vice President of Greater China for RealNetworks. "We're confident that CIBN Oriental will be able to deliver enhanced service experiences to their millions of users with adoption of our technology."

RealMedia HD technology will be implemented on CIBN Oriental's platform and available to consumers starting from the fourth quarter of 2017.

For more information on RealNetworks' RealMedia HD services, please visit: <http://www.realnetworks.com/realmediaHD>

ABOUT REALNETWORKS, INC.

RealNetworks creates innovative applications 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.

RealNetworks and RealMedia are registered trademarks of RealNetworks, Inc. in the United States and other countries. All other trademarks are the property of their respective owners.

ABOUT CIBN OTT TV

CIBN OTT TV, an internet-based TV business of China International Broadcasting Network (CIBN), is operated by CIBN Oriental Network (Beijing) Co., Ltd.

In light of the license for OTT content integration and administration that is authorized by China Radio International (CRI), CIBN OTT TV integrates premium resources and content across internet content providers.

CIBN OTT TV is a cross-screen, cross-platform, and cross-border OTT TV operator that offers a wide range of services. CIBN OTT TV has been making sustained efforts in developing a number of high-quality, original and native programs, and has been exploring business opportunities in such areas as E-commerce, gaming, VR, naked-eye 3D, education, health, Zen culture, music and performance arts, and interactive live streaming, among others. Through such efforts, CIBN OTT TV is working hard to develop itself into a contributor, service provider and leader in the process of forming an Internet-enabled large-screen-based lifestyle.

Precisely targeting horizontal markets, vertical markets, industry-specific markets and overseas markets, CIBN OTT TV has launched a diverse range of services that include terminal manufacturing, value-added business, E-commerce and advertising, with its overseas service covering such regions as North America, Europe, and Southeast Asia.

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