



TVB Delivers Superior-Quality OTT Experience with Harmonic

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Harmonic's Content-Aware Encoding Improves Viewer Satisfaction for OTT Delivery by Reducing Buffering and Startup Delays

SAN JOSE, Calif., June 13, 2019 /PRNewswire/ -- Harmonic (NASDAQ: HLIT) today announced that Television Broadcast Limited (TVB), a leading television broadcasting company based in Hong Kong, has deployed Harmonic's EyeQ™ content-aware encoding for its myTV SUPER OTT platform. EyeQ encoding optimizes bandwidth for OTT services, reducing TVB's CDN costs and improving viewers' quality of experience (QoE) on every screen by significantly decreasing the amount of stream buffering and startup delays.



"Today's television viewers expect the same flawless, uninterrupted quality of experience for OTT as broadcast," said Tony Berthaud, vice president of sales and services, APAC, at Harmonic. "Our EyeQ content-aware encoding enables TVB to achieve constant video quality for OTT and improved speeds for video delivery. With the bandwidth savings that EyeQ encoding provides, TVB can enhance its offering and deliver valued-added services like UHD and new sport channels in the future, keeping viewers engaged and watching longer."

TVB is leveraging EyeQ technology to deliver live HD OTT channels on set-top boxes using the HEVC codec. At the heart of the company's acclaimed, software-based Electra® media processing platform, EyeQ content-aware encoding offers TVB a fresh approach to delivering consistent, superior video quality for its OTT service, with a significant reduction in bandwidth. The EyeQ technology is unique in its ability to leverage the mechanics of the human eye to assess video quality and optimize encoding parameters in real time.

Harmonic will demonstrate the latest innovations in OTT delivery at BroadcastAsia2019, June 18-20 in Singapore at Level 4, Stand 4S2-01. Further information about Harmonic and the company's solutions is available at www.harmonicinc.com.

About Harmonic

Harmonic (NASDAQ: HLIT), the worldwide leader in video delivery technology and services, enables media companies and service providers to deliver ultra-high-quality broadcast and OTT video services to consumers globally. The company has also revolutionized cable access networking via the industry's first virtualized cable access solution, enabling cable operators to more flexibly deploy gigabit internet service to consumers' homes and mobile devices. Whether simplifying OTT video delivery via innovative cloud and SaaS technologies, or powering the delivery of gigabit internet cable services, Harmonic is changing the way media companies and service providers monetize live and VOD content on every screen. More information is available at www.harmonicinc.com.

This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. Statements concerning Harmonic's business and the anticipated capabilities, advantages, reliability, efficiency, market acceptance, market growth, specifications and benefits of Harmonic products, services and technology are forward-looking statements. These statements are based on our current expectations and beliefs and are subject to risks and uncertainties, including the risks and uncertainties more fully described in Harmonic's filings with the Securities and Exchange Commission, including its Annual Report on Form 10-K for the year ended Dec. 31, 2018, its Quarterly Reports on Form 10-Q and its Current Reports on Form 8-K. The forward-looking statements in this press release are based on information available to Harmonic as of the date hereof, and Harmonic disclaims any obligation to update any forward-looking statements.

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