

## DaCast Introduces Streaming as a Service™

The First Online Video Platform with a complete SaaS approach

**SAN FRANCISCO, October 13, 2011** – DaCast announced today the release of “[Streaming as a Service](#),” a totally automated, integrated and flexible solution for professional online broadcasting.

“Broadcasters no longer need to focus on the technical or resource heavy-aspects of streaming, but rather on their business”, said Stephane Roulland, CEO of DaCast. “Using the DaCast cloud, users can access all the services they need to start streaming and to begin making money immediately. Through Streaming as a Service, we are bringing high-quality broadcasting to a broader population where thousands of professionals can stream and monetize their content with minimal investment, thereby engineering a solution that does for streaming what Salesforce and Adwords did for their respective markets”.

With the Streaming as a Service approach, charges are linear to the broadcaster’s requirements, enabling a cost-effective solution where content creators only pay for what they need in a one-size-fits-all model that gives access to all the same tools and features.

The scalable and self-serve nature of the platform drastically reduces the cost of customer acquisition and management for broadcasters. It also gives them complete control of their environment, allowing them to substantially increase their performance.

DaCast offers a complete range of instantaneous broadcasting services all available through a cloud with no downloads required. This includes live streaming, playlists, a Flash player, Facebook embedding, multi-devices capability, transcoding, deep analytics, merchant account, and Pay-Per-View system.

Content owners also have the ability to develop their own paywalls with a completely automated and interconnected service without any license fees. Transactions are handled from an integrated merchant account and payment system called Pay-in-Play™, which registers purchases from inside a media player.

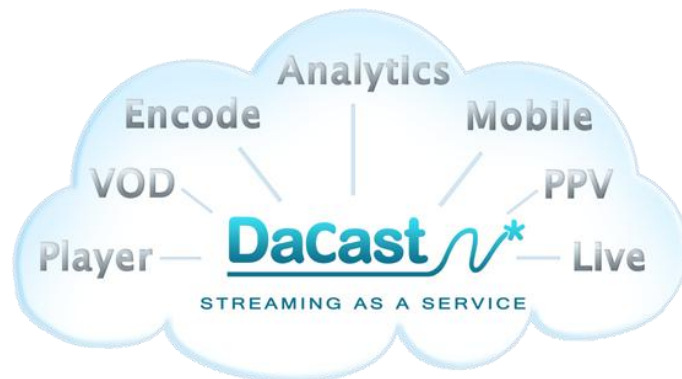
DaCast has launched its public API for live streaming into beta for interested partners. The public API lets media service providers offer DaCast technology to their own clients through a pure white label interface.

### About DaCast

DaCast specializes in delivering streaming as a service for easy monetization for more than 3,000 broadcasters. The company is headquartered in San Francisco, California. For additional information, visit [www.dacast.com](http://www.dacast.com).

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