

Thorsten Sauer Appointed to Board of OTT and TV Everywhere Enabler Xstream

Brings Xstream extensive management experience in the telecommunication and media industries

COPENHAGEN, DENMARK, February 14, 2018 /EINPresswire.com/ -- Leading OTT and TV Everywhere enabler Xstream A/S today announces the appointment of Mr. Thorsten Sauer to its board with immediate effect.

Mr. Sauer has extensive management experience in the telecommunication and media industries. Most recently, he has been the President of Ericsson Broadcast and Media Services, now known as RedBee Media. In this role, Mr.



Sauer developed the business organically and through the acquisitions of Technicolor's Broadcast Service division in 2012, Red Bee Media in 2014 and FYI Television (US) in 2016. He has overseen strong revenue growth year-on-year and created one of the world's largest media services companies serving a wide portfolio of internationally renowned clients including TV4 and C More (Sweden), NPO and NOS (Netherlands), Canal+ and TV5 Monde (France), the BBC, Channel 4, BT Sport and Sky (UK) and many more.

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Thorsten Sauer

Mr. Sauer has a strong track record in operations and customer management. He joined Ericsson in 2001 and has held a number of different positions within Ericsson's sales organization and business units. He was the Chief Commercial Officer of Ericsson Business Unit CDMA Mobile Systems, based in Sweden and Dallas/US and the Global

Account manager for Deutsche Telekom, responsible for Ericsson's global relationship with the Deutsche Telekom group across more than 15 countries. Before joining Ericsson he worked as a Senior Business Consultant for Siemens Management Consulting.

Mr. Sauer holds an MSC in Engineering from the University of Kaiserslautern, Germany, and an MBA from the INSEAD Business School in France.

In reference to the board appointment, Mr. Sauer commented : “With more and content owners deciding to go direct to consumers and consumers increasingly consume content through digital channels, I am very happy to join the talented team of Xstream to support the growth of the business. Xstream has revamped its end to end OTT portfolio and migrated all key workflows in a cloud based SaaS model.”

About Xstream A/S

Xstream is a leading enabler of over-the-top (OTT) TV and video on demand (VOD) services. Today, we work with leading telcos, cable operators, broadcasters, clinics, governments and media companies enabling them to deliver sparkling content to selective anytime-anywhere viewers around the world. Our award-winning Xstream MediaMaker™ cloud platform is recognised in the industry for its rich and customizable monetization capabilities, fast deploy time and by its unique, fully adaptive and automated content ingestion process. The scalable end-to-end MediaMaker cloud provides all solutions required for a profitable OTT TV and Video business: Ingestion, Monetization and User-experience. It contains a suite of unmatched individual services including multi-device video clients, multi-DRM and context-aware multi-CDN. The MediaMaker cloud combines managed service with pay-as-you-grow pricing to optimize customers' ownership costs. Our current customers include companies such as Altibox, Balaji Telefilms, Canal Digital, Mayo Clinic, Spark New Zealand/Lightbox, Star Media group and Telenor. Xstream is headquartered in Copenhagen. Visit www.xstream.net

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