



## Quadrille and EasyBroadcast Announce a Strategic Partnership for End to End Smart OTT solutions

PARIS (February 13, 2020), **Quadrille**, a leading software vendor in over-the-air file broadcast delivery and OTT multicast Adaptive Bit Rate (**M-ABR**), announces with **EasyBroadcast** a strategic alliance to enable a full, cost effective, and **efficient broadcast and broadband architecture** for end-to-end OTT streaming services. This strategic alliance brings a **one-stop shop** service for all types of video content. Live and On-demand videos are intelligently brought to any device (**PC, tablet, smartphone, or TV**) through all types of networks, for example Satellite and 5G, providing an improved multi-screen user experience.

Quadrille has the solutions to ingest **OTT streams or files and to multicast them over satellite**, terrestrial, or cable networks. The Quadrille receiving software is a **cache to the edge and acts as an origin server for EasyBroadcast's solution**. After this new origin point, EasyBroadcast provides an **edge or private CDN**, a multi-screen application, and an innovative peer-to-peer streaming protocol to **significantly increase** the CDN's capacity.

Additionally, video analytics collected on the **device** are accessible through APIs and web interfaces. Customers can monitor **quality of service** and **business analytics**.

Xavier Battas, CEO of Quadrille declares, "The Alliance we have with EasyBroadcast is very promising. Not only can we now propose an **end-to-end broadcast and broadband infrastructure** services for files or live content, but our infrastructure can also support **Advertising insertion or stitching** at each level of our solution."

"Soufiane Rouibia, CEO of EasyBroadcast adds, "Nowadays OTT services are used in all industries and thanks to Quadrille **we can address today customers in Maritime, Inflight Entertainment, DTH or DTT** to name a few. Our companies are well suited to work together since we are both very reactive and orientated towards innovation"

### About Quadrille

Quadrille's **QuadriFast**, **QuadriLive**, and **360 OTT Delivery** transport **file-based** or **Live OTT** content with an end-to-end solution that provides content to users on their televisions or smart devices. These solutions can be managed on any network and ensure the most efficient and cost-effective solution to meet your needs wherever they are including transportation, hospitality, military, commercial, and residential projects.