

Vidiator, SSTREAM sign partnership agreement

Vidiator, a global new media delivery solution provider, and SSTREAM, a mobile content aggregator and distributor in Africa, have signed an agreement giving SSTREAM the license to make use of Vidiator's video streaming technology in Africa.

"Video consumption will more than double in the first six months of 2012 globally, making it clear that consumers are driving the video revolution and there are no signs of it slowing down" said Tae Sung Park, CEO of Vidiator.

"As a result, content providers need their content accessible to consumers whenever, and more important wherever they demand it. Vidiator is leading this revolution, by offering content producers and distributors networks complete solutions to deliver content efficiently and quickly." adds Park.

Vidiator offers:

- Live and on demand content delivered anywhere anytime. Consumers can access content on multiple devices including all standard mobile phones including iPhone and Android, tablets and computers
- High picture quality on the small screens
- Fast, efficient, high quality video conversion allowing content to go to market quicker at a fraction of the cost

"The opportunity for us to deliver the first live mobile streaming solution in Africa is huge" said Greg Upton CEO of SSTREAM. "The lack of fixed infrastructure means that mobile devices are the primary source of both communication and content. The ability to stream high quality video to almost any device, allows us to capture this market. This partnership is truly the start of a revolution in content delivery and consumption in the African market."

The partnerships' first deployment will be with MTN in South Africa during March and April. The service will be used to stream the [South African Music Awards](#) (SAMAs), both as a live transmission, and as pre- and post event VOD productions. The streaming of both the full 2-hour live event and all the associated content is made possible with this technology. The event will also be streamed via multiple cameras, allowing the viewers to manage and tailor their own unique SAMAs experience.

For more, go to www.vidiator.com or www.streamm.com.