



## **NSSLGlobal acquires Norwegian IPTV specialist SnapTV**

*Acquisition part of NSSLGlobal's strategic investment programme*

**8 December 2016** – [NSSLGlobal](#) today announces the acquisition of Norwegian IPTV company [SnapTV](#). The new partnership will see SnapTV and NSSLGlobal working together to promote and develop entertainment services for maritime and offshore companies. With advanced state of the art TV and media distribution rights for all of the major players, SnapTV is well positioned to enhance the working environment and crew welfare on ships and oil rigs.

Established in 2006, SnapTV provides a range of infotainment software, hardware and services. Its infotainment software service (delivered via an easy-to-use GUI) includes television, recording (nPVR), video on demand and radio.

The deal with SnapTV signifies the start of NSSLGlobal's new investment programme where it proactively seeks out young innovative companies to invest in with applications that will work as an Added Value Service to NSSLGlobal customers, whilst the two parties continue to work independently and attract their own clients. The investment programme will see NSSLGlobal offer capital, contacts and expertise to help propel the start-ups to the next level.

Snap TV's video on demand and TV streaming will provide a legally licenced home comfort that crews have shown a strong desire for. Traditionally companies have had two problems in providing such services for their crew: 1) the affordability and bandwidth constraints of providing such services over satellite; and 2) ensuring that crew abide by licencing rights when streaming videos (which ultimately the company is legally responsible for). Through the combination of SnapTV and VSATIP@SEA NSSLGlobal is taking these problems away for its customers.

Sally-Anne Ray, Group CEO, NSSLGlobal commented: “SnapTV is an obvious investment choice for us and there are *very* clear synergies between our satcom technologies and SnapTV’s offering. SnapTV’s core streaming technology, with fully licenced content, is compelling to customers. Combine this with our ability to broadcast SNAP TV over a separate satellite channel to VSATIP@SEA vessels — without affecting other operational or crew welfare services or forcing customers to increase their satellite bandwidth packages - and it becomes an even more compelling way to enhance the working environment and crew welfare on ships and oil rigs. With the combination of both companies knowledge and experience, we look forward to emerging with a stronger, united product portfolio.”

“NSSLGlobal’s investment in SnapTV is a vindication of both the hard work our team has put into our infotainment products, as well as the potential of this sector in general,” commented Bjørn Sæterøy, CEO, SnapTV. “The market for legal, flexible and user-friendly crew entertainment solutions at sea is enormous. With NSSLGlobal’s immense maritime expertise and industry contacts behind us we’re well placed to capitalise in 2017.”

NSSLGlobal’s acquisition of SnapTV further underlines its continuing commitment to Norway as a key Maritime market. Earlier this year NSSLGlobal announced a strategic partnership with Norwegian satcom reseller FleetCom AS.

**ENDS**

### **About NSSLGlobal**

NSSLGlobal is an award-winning independent service provider of satellite communications and IT support, committed to delivering high-quality voice and data services to customers anywhere in the world, regardless of location or terrain.

NSSLGlobal is also committed to supporting customers locally, offering a large infrastructure of offices, service centres and local resellers across all the major continents. All backed by 24/7 Network Operation Centres, which provide nonstop technical support for every customer, whether on sea, land, or air.

In September 2015 NSSLGlobal formed AEROSATCOM, a joint venture created with aeronautical satcom specialist Eclipse, in order to service the rapidly-expanding government airborne satcom market.

In March 2016, NSSLGlobal acquired the majority shareholding in Marine Electronics Solutions Ltd (trading as UK Electronic Solutions Ltd.), a specialist in installation, maintenance, supply and development of communications and navigation products and solutions for the maritime, government, offshore renewables and oil & gas sectors.

For more information please visit [www.nsslglobal.com](http://www.nsslglobal.com)

### **About SnapTV**

SnapTV develops, builds, operates and maintains advanced digital infotainment systems.

SnapTV has been supplying network owners and operators with IPTV technology and services since 2005, and today SnapTV systems have been deployed to all continents of the world and are used by a large number of companies including several Fortune 500 companies

Through IPTV we enable entertainment and information services to provide efficient communication to and enhance crew morale on ships and rigs. We enhance guest comfort in hotels, consumer TV experience at home, student life at campus and patient welfare at hospitals.

Through efficient operation, monitoring and maintenance systems, IPTV and network specialists at the SnapTV Service Operation Center watches over systems to ensure uninterrupted operation and carrier-grade service quality.

Through thoroughly educated and certified partners with expert knowledge of both technology and market requirements we fulfil the demand for advanced infotainment systems within such markets as maritime, offshore, hospitality, health care and education. Through global alliances partners and regional value-added resellers, SnapTV systems are available virtually world-wide. With our partners we are always at your service to give expert solution architect guidance as well as to provide trouble-free system deployment and operation.

SnapTV is based in Oslo, Norway with sales, operation and maintenance partners world-wide. For more information please visit [www.snap.tv](http://www.snap.tv)

### **NSSLGlobal Press contact**

Kiran Saini/Alex Perryman  
Wildfire Technology PR

+44 (0) 208 408 8000  
[nsslglobal@wildfirepr.com](mailto:nsslglobal@wildfirepr.com)