



NEWS RELEASE

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MPEG LA Announces Call for Patents to Organize Joint License for MPEG-DASH (Dynamic Adaptive Streaming over HTTP)

DASH reduces audio and video interruptions over mobile networks and the Internet

(DENVER, CO, US – 27 July 2015) – World licensing leader MPEG LA, LLC today announced a call for patents essential to the MPEG Dynamic Adaptive Streaming over HTTP (DASH) standards for the purpose of offering the market efficient access to this important technology. Currently used in leading content delivery platforms, DASH adaptively streams audio and video content enabling continuous viewing without freezing or stuttering.

“Market adoption of DASH technology standards has increased to the point where the market would benefit from the availability of a convenient nondiscriminatory, nonexclusive worldwide one-stop patent pool license,” said MPEG LA President and CEO Larry Horn. “We invite all patent holders to participate.”

To participate in the initial meeting for the creation of a joint DASH License, any party that believes it has patents that are essential to the DASH standards is invited to submit them for evaluation of essentiality by September 9, 2015. Please visit our website at <http://www.mpegla.com/main/programs/MPEG-DASH/Pages/Intro.aspx> for further information.

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MPEG LA, LLC

MPEG LA is the world leader in alternative technology licenses. By assisting users with implementation of their technology choices, MPEG LA offers licensing solutions that create opportunities for wide adoption

and fuel innovation. MPEG LA's pioneering MPEG-2 licensing program helped produce the most widely employed standard in consumer electronics history and has become the template for addressing numerous other technologies. Today MPEG LA manages licensing programs consisting of 10,000 patents in 80 countries with 200 licensors and some 6,000 licensees. For more information, please refer to <http://www.mpegla.com>.