

## Rubberduck now supports HTTP streaming as part of its complete Mobile TV solution

**Aspiro subsidiary Rubberduck Media Lab, Europe's leading provider of streaming mobile TV services, today announced it is upscaling initiatives in HTTP streaming. The company has now completed the first phase of an ongoing program to provide a new streaming infrastructure built around HTTP streaming, enabling a more robust and flexible live TV and video-on-demand service.**

Hypertext Transfer Protocol, or HTTP, a web standard that has been around for some time, is now being widely adopted for video delivery to mobile devices. The use of this protocol for streaming has been adopted by Apple for their devices, including the popular iPhone and iPad Operating System. The protocol has also been pledged by the likes of Microsoft and Adobe, and with this move Rubberduck is ensuring that its customers can continue to deliver high quality web video to a new generation of mobile devices. In addition, new features such as 'Step Back in time', allowing users to rewind while watching videos, are now possible using HTTP.

*"As a leading international mobile TV provider, Rubberduck looks to the future and positions itself to work with the best in breed technologies as these are adopted in the market. We have been leading this mobile space with RTSP (Real Time Streaming Protocol), and now we are able to extend our award winning capabilities to HTTP-based services",* said Erling Paulsen, CEO of Rubberduck Media Lab.

The HTTP streaming infrastructure is already completely integrated with the company's technical platform, meaning that existing customers may now be served with the same levels of mobile TV carrier grade services.

Rubberduck has supported iPhone streaming to date using a proprietary video player in its TV app but this will become unnecessary with the new streaming infrastructure as streams can now be accessed directly via the iPhone's browser.

*"The launch of our white labelled iPhone app created specifically for telecom operators last year generated huge increases in our platform traffic. We are now prepared for the increase that will surely continue as we roll out more HTTP streaming services",* said Erling Paulsen.

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*Rubberduck Media Lab makes TV and video work on all handsets. Based in Oslo, Norway, Rubberduck is Scandinavia's leading mobile TV and video company providing services to Network Operators and Broadcast Companies across the world such as T-Mobile, Telefónica O2, Telenor, MTV, Hi3G, BBC, Elisa and Entel. The Managed Services of the company includes content sourcing and complete technical management of the mobile TV Service and delivery channels. Rubberduck Media Lab is part of the stock listed Aspiro group, a small cap company listed on the Nasdaq OMX Stock Exchange. For more information please visit [www.rubberduckmedialab.com](http://www.rubberduckmedialab.com) or [www.aspiro.com](http://www.aspiro.com).*