

## PRESS RELEASE

# movingimage and NPAW Team Up To Provide Best-In-Class Enterprise Video Analytics

Barcelona / Berlin, May 10, 2022

Europe's leading enterprise video platform **movingimage** is working with **NPAW**, the global leader in business intelligence for video streaming services, to provide companies with best-in-class live and on-demand video experiences.

As a cutting-edge enterprise video platform (EVP), movingimage helps some of the European continent's largest companies with all their video communications needs — from shareholder meetings and employee trainings to online and hybrid events. Thanks to movingimage, companies like Volkswagen, Union Investment, and Douglas can efficiently manage their video content centrally and stream it in the best possible quality to any end device.

To further improve the effectiveness and measurability of video content, the company joined forces with NPAW in April to adapt the video analytics functionalities of the NPAW Suite to the requirements of an EVP platform.

movingimage can now provide its customers access to NPAW Analytics Suite and help customers to better understand and analyze the performance of their video content.

"NPAW's analytics tools have taken our analytics service to the next level when it comes to quality of experience," said Ingo Hofacker, Chief Executive Officer of movingimage. "We appreciate the team's flexibility and dedication, as well as how the NPAW analytics suite helps our customers understand their video content."

"We are delighted to be working with the industry leader that is movingimage," added Till Sudworth, NPAW's Chief Marketing Officer and Director of Sales for the DACH region. "We are committed to continuing to help the company deliver the best possible experiences and look forward to seeing where our partnership takes us next."

NPAW will be attending **ANGA COM 2022** on May 10-12 (Cologne, Germany) and will host an aftershow event for customers and partners from 6 to 8:30 pm on May 11 at the Osman 30 restaurant in Cologne's Media Park.

## About movingimage

movingimage is Europe's leading SaaS provider for live and on-demand enterprise videos. Companies can use the cloud-based solution to manage all types of video content centrally and efficiently and stream it in superior quality on any end device. The platform can be seamlessly integrated into existing IT environments for content, digital asset, and product information management and meets the most stringent security standards. That's why numerous companies – including renowned corporations such as Volkswagen, Douglas, and Union Investment – are already using movingimage's centralized, secure video solution. Visit their website for more information.

## About NPAW

NPAW is a video intelligence company helping online streaming services grow. A global leader in its space, NPAW has over a decade of experience developing groundbreaking, scalable analytics solutions to optimize performance and user engagement, helping customers to build media experiences that maximize revenue. Its Suite of analytics apps provides advanced visibility of platform performance, audience behavior, advertising and content efficiency and app navigation in real-time to support data-driven decisions. NPAW serves more than 150 video services and processes with over 100 billion plays per year worldwide. Established in 2008 by co-founders of the video streaming service Wuaki TV, which was later sold to Rakuten, NPAW has offices in Barcelona and New York with teams around the world.

