

CenturyLink Acquires Video Delivery Innovator Streamroot

Purchase strengthens CenturyLink's ability to deliver OTT video content for customers

MONROE, La., Sept. 10, 2019 /[PRNewswire](#)/ -- Global technology leader [CenturyLink](#) (NYSE: CTL), has acquired privately held Streamroot Inc., a leading provider of disruptive technology, to improve video and static content delivery within bandwidth constrained areas. The acquisition represents another step in CenturyLink's commitment to innovation as a leader in content delivery network (CDN) and Edge Compute services.

"Streamroot brings a data driven approach to improving the user experience, particularly during peak internet traffic hours. Streamroot's customers have chosen peer assisted and multi-CDN approaches to gain an advantage over their competition when serving popular, high quality content to large audiences globally," said Bill Wohnoutka, vice president, global internet and content delivery services, CenturyLink. "This technology and the team that invented it are crucial to helping us enable high-quality viewing experiences, especially within hard to serve markets."

Streamroot's disruptive content delivery models enable connected consumer devices such as smart phones, tablets, computers, set-top consoles and smart TVs to participate in the serving of premium content through a secure and private mesh delivery. By incorporating consumer devices into this edge-based delivery architecture, CenturyLink believes its customers will be able to achieve performance otherwise not feasible with conventional CDN delivery methods. This hybrid delivery approach for over-the-top (OTT) video streaming is anticipated to allow content consumers to enjoy a higher quality user experience.

"Streamroot and CenturyLink share a vision to improve the user experience with rich media content by utilizing edge computing and data science," said Pierre-Louis Theron, CEO of Streamroot. "We believe joining forces with CenturyLink will accelerate our ability to innovate for the benefit of our customers, internet users and network operators across the globe."

Transaction Details

CenturyLink acquired Streamroot on Sept. 6, 2019. Terms of the transaction were not disclosed.

About CenturyLink

CenturyLink (NYSE: CTL) is a technology leader delivering hybrid networking, cloud connectivity,

and security solutions to customers around the world. Through its extensive global fiber network, CenturyLink provides secure and reliable services to meet the growing digital demands of businesses and consumers. CenturyLink strives to be the trusted connection to the networked world and is focused on delivering technology that enhances the customer experience. Learn more at <http://news.centurylink.com/>.

Forward Looking Statement:

Except for historical and factual information, the matters set forth in this release and other of our oral or written statements identified by words such as "continues," "estimates," "expects," "anticipates," "believes," "plans," "intends," and similar expressions are forward-looking statements. These forward-looking statements are not guarantees of future results and are based on current expectations only, are inherently speculative, and are subject to a number of assumptions, risks and uncertainties, many of which are beyond our control. Actual events and results may differ materially from those anticipated, estimated, projected or implied by us in those statements. You are cautioned not to unduly rely upon our forward-looking statements, which speak only as of the date made. We may change our intentions, strategies or plans (including our plans expressed herein) without notice at any time and for any reason.

SOURCE CenturyLink, Inc.

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