



**For Immediate Release**  
**Screenshots Available**

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**Skytide Analytical Platform Nominated for  
Streaming Media Readers' Choice Award for Reporting & Analytics**

**San Mateo, California, August 5, 2008** — Skytide, the leading provider of analytics and reporting for online content, today announced that its analytical application for online media has been nominated for the Streaming Media Readers' Choice Awards in the category of Reporting and Analytics. Skytide was selected for its flagship solution, the [Skytide Analytical Platform™](#), which is used to deliver valuable insights into the impact and reach of online media.

Skytide Analytical Platform is used by a variety of organizations that use online video, including Content Delivery Networks (CDN's), corporate enterprises, and educational organizations. Each of these entities offer streaming and downloadable video and rely on Skytide analytics and dashboard reports to answer critical questions that help demonstrate exactly how content is consumed, such as:

- How long is any one video clip watched?
- Which users downloaded my least trafficked content?
- What region is responsible for the most content downloads?
- What ads generate the greatest revenue over time?
- What formats generate the most errors?
- What are peak traffic times?
- Unique viewers
- What media formats generate the most errors

"Skytide is pleased to be a part of this award program, which reflects the positive interactions our users and Streaming Media readers have had with our software," stated Keith Keith Feingold, CEO, Skytide.

For more information and to vote visit: <http://www.streamingmedia.com/readerschoice/>

For more information about the Skytide Analytical Platform for online media, visit:  
[http://www.skytide.com/solutions/online\\_content.htm](http://www.skytide.com/solutions/online_content.htm)

**About Skytide:**

Skytide is a leading provider of next-generation analytical solutions that provide an unprecedented view into what is driving business performance. Skytide's breakthrough technology allows users to perform advanced analytics on multiple streams of high volumes of data without the need for a data warehouse. Application areas for Skytide technology include media & entertainment, finance, technology, and other areas of business that generate significant volumes of mission-critical unstructured and semi-structured data. Skytide customers and partners include Akamai, Bittorrent, Internap, Grid Networks, Exploratorium, Total Webcasting, IBM, Microsoft, Sun and Sasol. For more information about Skytide, please visit <http://www.skytide.com>.