



ZiIn Ltd Release 23/11/2010. ZiIn partners with Web Drive on new Internet TV content distribution network (CDN).

ZiIn, New Zealand's Internet TV network is pleased to announce the relaunch of the ZiIn site on Web Drive's new video content distribution network (CDN) offering very fast ZiIn video streaming up to HD on a range of connected devices.

“This is a very significant move for ZiIn because Web Drive's CDN will take ZiIn to the next level of on-line VOD TV delivery and solidly positions our platform to take advantage of the imminent UFB roll out, project ZiIn internationally and bring the cost of channel ownership and hi speed HD video streaming delivery way down to well within the ballpark of the new emerging breed of microbroadcasters.” says Paul Brennan GM of ZiIn Ltd.

Web Drive's core business is hosting web content, providing hosting for tens of thousands of New Zealand websites.

“In conjunction with the new partnership with ZiIn, Web Drive are announcing their Content Distribution Network or CDN which will mean very fast streaming of ZiIn's video content for users in New Zealand and all around the world. Web Drive is looking forward to helping ZiIn grow their audience along with expanding video hosting capabilities and traffic to the thousands of sites we host.” says Neil Webster of Web Drive.

ZiIn's new content management system has been designed and built by Eugene Eastlake of Auckland based Method Studios.

“Moving away from the traditional Flash streaming model the new video platform accommodates on-demand video for desktop, mobile and web enabled televisions, allowing us to stream on devices such as the iPhone and iPad,” says Eugene Eastlake, Creative Director of Auckland based digital studio, Method Studios, the design and development team behind ZiIn's new content management system. **“We've developed a channel management system that is powerful yet intuitive and simple to use, developing our own pre/post roll and in-video ad serving network. The system is completely modular, allowing us to add functionality and services to the ZiIn platform without huge infrastructure changes.”**

ZiIn has also changed elements of it's offering, deciding to focus on VOD delivery of Kiwi content in preference to streaming live international TV feeds which have been deactivated for at least the short term.

“After being on-line for over a year it's clear to us that viewers are most interested in Kiwi VOD content so we have re emphasised that in our attitude and branding and you'll see that in some of the new channels rolling out such as the Tempo Dance and Wild Wellington channels and soon the first 'suburban channel' actually show casing a specific suburb.” Brennan says. **“We've also just launched the ZiIn HD Lab channel <http://www.ziin.co.nz/channel/ziihdbl> to showcase our HD streaming capability, all video on that channel is 720p and viewers can upload their HD videos to the channel... HD means lounge room and that's exciting.**

www.ziin.co.nz is New Zealand's first Internet Television Network launched on September 1st 2009. ZiIn is unmetered to TelstraClear broadband customers meaning ZiIn usage will not count against TelstraClear broadband subscriber's internet data caps.

For comments please contact...

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