



[Clearleap Demos VOD To Connected Blu-Ray Players](#)

Clearleap, which provides a range of cloud-based content management and delivery solutions to cable operators, has partnered with Blu-Ray disc software specialist Related Content Database, Inc. (RCDb) to create a joint solution that will allow pay-TV operators to deliver VOD movies directly to Internet-connected Blu-Ray players without requiring a set-top box. – Glenn Dickson, August 18, 2010



[NEWS ROUND-UP \(IV\): CADREON, VISIBLE WORLD, CLEARLEAP, VERIZON FIOS TV, CLICKER](#)

Clearleap, a company that offers a cloud-based content management, delivery and advertising platform for bringing Internet-sourced video content to television sets, [has announced](#) that it has integrated that platform with **Verizon's FiOS TV** infrastructure. – Tracy Swedlow, August 2, 2010



[Cloud breaks for Verizon FiOS management system](#)

Web-based TV technology company Clearleap has been engaged to integrate and deploy its cloud-based content management, delivery and advertising platform into the [FiOS TV infrastructure](#). Verizon's initial deployment of Clearleap is to streamline production for FiOS1, which offers local subscribers hyper-local content including news, sports, traffic and weather. – July 27, 2010



[Verizon teams up with Clearleap for localized VOD](#)

Clearleap will also help Verizon offer video on demand (VOD) on its Fios 1 channel. Specifically, professional sports teams in a given market will be able to deliver content on demand directly to Fios TV subscribers. For example, on Long Island, N.Y., and in Washington, D.C., Verizon is using Clearleap's Web-based management tools to help Fios 1 producers upload content from anywhere, process it centrally, and redistribute it to targeted local markets. - Marguerite Reardon, July 26, 2010



[FiOS Streams with Clearleap Technology](#)

Verizon FiOS is now better able to deliver local and video-on-demand (VOD) content thanks to the integration of [Clearleap](#) technology. Clearleap is an IP-based content management and distribution company based in Atlanta, Georgia. Verizon has integrated and deployed Clearleap's cloud-based content management, delivery, and advertising platform into its TV infrastructure. - Troy Dreier, July 26, 2010



[Verizon Taps Clearleap for Cloud-based VOD Content Delivery](#)

Verizon is looking to the cloud for help delivering hyper-local video-on-demand content through a partnership with Clearleap. A deal announced today will blend Clearleap's cloud-based transcoding and content management technology with Verizon's architecture, streamlining the workflow for partners that want to deliver their online video as part of Verizon's local FiOS 1 VOD offering. - Ryan Lawler, July 26, 2010,



[Clearleap' TV technology integrated with Verizon's FiOS](#)

Web-based TV technology company Clearleap has successfully integrated and deployed its cloud-based content management, delivery and advertising platform into Verizon's FiOS TV infrastructure. Verizon will initially deploy Clearleap to streamline production for FiOS1, which offers local subscribers hyper-local content including news, sports, traffic and weather. - Jim O'Neill, July 26, 2010



Verizon is Now Using Clearleap for FiOS Content Management

[Clearleap](#), a web-based TV technology provider, is announcing that Verizon has integrated its platform to manage content on its FiOS 1 local channel throughout all of its U.S. markets served. FiOS 1 offers local news, sports, traffic and weather. One particular use of Clearleap's technology will be to streamline the uploading and management of video by professional sports teams who offer extra coverage on FiOS VOD (one [example](#) of this is with my hometown New England Patriots). - Will Richmond, July 25, 2010



FiOS Takes Clearleap For Local, Sports Video Content

Verizon had deployed Clearleap's Web-based content management system initially to streamline production for FiOS 1, the telco's linear local channel offered in a several markets. At FiOS1 production hubs on Long Island, N.Y., and in Washington, D.C., Verizon is using Clearleap's management system to help producers upload, process and redistribute content back to targeted local markets. - Todd Spangler, July 26, 2010



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Verizon climbs on board Clearleap's cloud

The deployment was completed in one month, and the system went live a few months ago. Verizon's initial deployment of Clearleap is being used to streamline production for FiOS1, which offers subscribers local content, including news, sports, traffic and weather. - Mike Robuck July 26, 2010



TECHNOLOGY DEALS, MERGERS AND SKIRMISHES

Clearleap is announcing the deployment of its cloud-based TV platform across all **Verizon FiOS** systems this morning. Verizon will utilize Clearleap's platform to improve workflow, streamline production of its FiOS 1 service and streamline delivery of content to its FiOS VOD channels. Wayne Karrfalt, July 26, 2010



Clearleap to bring on-demand cable TV to Roku

Folks on the fence about a Roku box may be swayed by the news that Roku is teaming up with Clearleap to bring on-demand cable TV programming to the video streaming platform. Clearleap is a growing company that serves as the middle man between cable, satellite and telephone companies that have on-demand content and video streaming services like Roku that want to dish up this content. -Kelly Hodgkins, July 25, 2010



Clearleap and Roku Partnership Bringing Cable VOD To Media Streamers

Set-top box company Roku has teamed up with the web-based TV platform creator Clearleap, [confirming](#) that they will be partnering with cable companies to allow them to bring their own video on demand services. Such a move would allow subscribers to purchase content from the Internet, with the billing sent directly to the subscribers' monthly TV bill. -June 25, 2010



Clearleap brings cable TV to Roku set-

While you can access [Netflix](#) movies and Major League Baseball video from your [Roku](#) box, you can't get the expansive content catalogs of a cable-TV provider. Today, Roku and video-delivery startup [Clearleap](#) announced a partnership to bring cable video-on-demand content to Roku boxes by the end of this year. - Jacob Brody, June 24, 2010

engadgetHD

[Roku, Clearleap bringing cable VOD to media streamers](#)

We remember when [Roku's](#) streamer was a [simple Netflix box](#) with [potential](#), but now the company is teaming up with Clearleap (check after the break for a [NewTeeVee](#) interview with CEO Braxton Jarrat to offer it to cable companies as a combo unit that can also serve up their premium video on-demand content. – Ryan Lawler, June 24, 2010

BUSINESS INSIDER

SAI

[Roku and Clearleap present complete solution to cable companies for over the top video on demand](#)

Betanews Entertainment hardware company Roku and Web-based TV platform maker Clearleap today announced an interesting partnership which could result in cable companies offering their own video on demand station on Roku's popular streaming set top box. – Joe Wilcox, June 24, 2010

NewTeeVee

[Video Interview: Roku Partners With Clearleap](#)

Clearleap has been supplying its services to pay TV operators who want to enhance their programming with [web TV content](#) and use the company's cloud-based infrastructure to handle VOD and related services. But so far, service providers have relied on traditional cable or IPTV infrastructure to deliver programming managed by Clearleap. The cooperation with Roku marks the company's first foray into the world of over-the-top video, but Jarrat told me that it won't be the last, with Clearleap looking at "Google and any TV widget platform" as possible outlets. – Janko Roettgers, June 24, 2010

betanews



INTERNATIONAL BUSINESS TIMES

[Roku and Clearleap present complete solution to cable companies for over the top video on demand](#)

Entertainment hardware company Roku and Web-based TV platform maker Clearleap today announced an interesting partnership which could result in cable companies offering their own video on demand station on Roku's popular streaming set top box. - Tim Conneally, June 24, 2010

THE BUSINESS OF TELEVISION



BROADCASTING & CABLE

[Clearleap, Roku Make Over the Top Play](#)

Clearleap's technology will enable paid VOD transactions to post directly through a viewer's pay-TV subscription information, allowing authenticated Roku users to consume free or pay VOD titles, with transactions posting as part of their monthly TV service bill. – Glen Dickson, June 24, 2010

Multichannel



[Clearleap, Roku Pitch MSOs on VOD-Only IP Set-Top](#)

Clearleap's Universal Video Platform provides content management and service delivery and is geared at getting Web-based content to traditional VOD services. With the Roku partnership, Clearleap is taking content back to the TV over IP networks. Jarratt said Clearleap's platform will enable paid VOD transactions to post directly through viewer's pay-TV subscription information, as the platform can be integrated with operators' billing systems and service-management platforms. – Todd Spangler, June 24, 2010



[Clearleap, Roku Partner to Enable Operators, Premium Programmers to Offer VOD on Roku OTT STB's](#)

Clearleap, a company that offers a technology platform for bringing Internet-sourced video content to television sets, and OTT specialist, [Roku](#), [have announced](#) a partnership that they say will enable pay-TV operators and premium programmers to offer VOD content--and thus generate additional revenues--through a branded channel on Roku's flagship Roku Player boxes. – Tracy Swedlow, June 24, 2010



[Clearleap and Roku Partner, Blurring Traditional Video Distribution Boundaries](#)

The Clearleap-Roku deal, combined with yesterday's news that [thePlatform is supporting multiple connected IP devices](#), plus the recently-unveiled [Google TV](#) - which aims to enhance the incumbent ecosystem - are all early evidence that the future of video distribution may be more about the Internet co-existing with, rather than undermining, Pay-TV incumbents. It is still very early days however, and the Clearleap-Roku deal shows us that there will be plenty of surprises as the market evolves. – Will Richmond, June 24, 2010



[Roku, Clearleap partner on managed IP VoD solution](#)

Web-based TV technology platform Clearleap and over-the-top delivery platform Roku are partnering on a project they say will bring consumers more premium television content, including movie libraries of major studios to programs traditionally limited to pay TV services. – Jim O'Neil, June 24, 2010



[Roku and Clearleap Partnership Brings Pay Content to TVs](#)

Inexpensive [Roku](#) devices could get a lot more useful to consumers, thanks to a partnership between Roku and [Clearleap](#). Clearleap is an online TV technology platform, and this deal paves a way for premium programmers to offer branded channels on Roku. – Troy Drier, June 24, 2010

CableFAX

[Clearleap and Roku Partner](#)

Clearleap's platform will enable paid VOD transactions to post directly through viewer's pay TV subscription information, allowing Roku users to consume free or pay VOD titles congruent with their subscription package, with transactions posting as part of their monthly TV service bill. – June 24, 2010



[Clearleap Offers a Giant Leap for Roku Set-Top Users](#)

[Clearleap](#), a revolutionary TV technology platform that leverages the power and flexibility of the Internet, has just made it possible by [entering into a partnership](#) to bring cable video-on-demand content to Roku boxes by the end of 2010. - Mini Swamy, June 24, 2010



[Clearleap, Roku team up on over-the-top VOD](#)

The arrangement will use Clearleap's cloud-based Universal Video Platform for content management and service delivery, giving pay TV operators and premium programmers the opportunity to offer content and generate additional revenues with a branded channel on the Roku player. – Mike Robuck, June 24, 2010



[Clearleap, Roku Shop Web Video Combo to Cable](#)

As envisioned, the Clearleap-Roku combo could also be used in cable homes to deliver premium content to a second or third television set, or in smaller markets as an operator's primary VoD product, Jarratt says. Roku customers who already use its \$80 Roku box to access content from Netflix, Amazon, [Pandora Media Inc.](#), and other providers would have access to free and pay content from cable operators by using Clearleap's cloud-based Universal Video Platform. – Steve Donohue, June 24, 2010



[Mediacom Deploys Clearleap's Web-Based TV Technology Platform](#)

According to the company, the deployment--which is its largest to date (note: the company has previously announced deals with Atlantic Broadband, Bresnan, and Comcast--[see the articles published on itvt.com June 30th, September 13th and November 17th](#))--will enable Mediacom to better manage and deploy advertising assets in VOD and linear channels (note: Clearleap claims that its technology enables "near real-time" insertion of advertising), thereby providing its local advertisers with greater reach and precision, and faster time-to-market, while allowing it to maximize revenues generated from VOD. – Tracy Swedlow, June 1, 2010

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[Mediacom integrates cloud technologies with Clearleap's platform](#)

With Clearleap's platform in place, Mediacom will be able to manage and deploy advertising assets in VOD and linear channels, which will give its advertisers better reach and faster time to market, while allowing Mediacom to garner additional revenues from its VOD offerings. – Mike Robuck, May 27, 2010

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Read Business Information, 2007

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THE ECONOMICS OF CONTENT



SatelliteGuys.US

Celebrating 5 Years Serving YOU! Established 2003

[Mediacom Deploys Clearleap's Web System For VOD, Ads](#)

The MSO expects to use the Clearleap system to manage content and advertising assets for VOD and linear channels. The system will help Mediacom deliver additional local and special-interest programming to subscribers in the 1,400 communities in its footprint, according to the companies. – Todd Spangler, May 27, 2010

The root to the media revolution

Beet.TV



THE BUSINESS INSIDER

[Clearleap Claims 10 Million Cable Subscribers in 40 U.S. Markets for IPTV](#)

One year after launching its [Web-to-TV technology](#), Clearleap is now delivering content and services to more than 10 million video subscribers via deals with half of the top ten cable and TV operators in the United States, the company's CEO Braxton Jarratt told us during an interview at the recent Cable Show. – Daisy Whitney, May 20, 2010



[Clearleap, FourthWall Demo Local Mini-Guide, Based on Unbound, Video-Centric EBIF Application](#)

FourthWall Media, the interactive TV technology company formerly known as BIAP, and Clearleap, a company that offers a technology platform for bringing Internet-sourced video content to television sets, contacted [itvt] Tuesday to let us know that they have developed a video-centric EBIF application that is designed to serve as a "mini-guide" for local news, sports and information. – Tracy Swedlow, May 11, 2010

TechView

A T L A N T A

[Clearleap sits in the catbird seat as video convergence rushes upon us](#)

Clearleap has a bright vision of a world with converged video and broadband Internet. Its technology expands the capabilities of traditional TV delivered by existing service providers, bringing the depth and variety of Internet video to home screens. – Allan Mauer, May 7, 2010

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Read Business Information, 2007



CABLE 360 NET

SatelliteGuys.US

Celebrating 5 Years Serving YOU! Established 2003

[Cable Show 2010: Arris, Clearleap Team on VOD, Ad Delivery](#)

Clearleap, a venture-backed Atlanta company formed in 2008 to help pay-TV operators ingest, transcode and manage content, has reached a deal with cable technology giant Arris to combine the two companies' technology for delivering both on-demand video and commercials. – May 3, 2010

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Communications TECHNOLOGY

[ARRIS and Clearleap Partner for VOD Advertising](#)

The VOD advertising offering will leverage the ARRIS ConvergeMedia system and Clearleap's ability to quickly ingest, manage and deploy a variety of advertising assets. These assets range from video pre-rolls and interstitials to graphic overlays, which offer a solution that integrates directly into traditional linear or dynamic third party advertising systems. – Mike Robuck, May 3, 2010

tvover.net

IPTV · Internet TV · Video

[Clearleap Unveils MyPlaylistTV Application for Short Form Content on VOD](#)

Clearleap unveils an EBIF application designed to give cable, IPTV and satellite TV subscribers a continuous, lean back viewing experience for short form programming on VOD. The application, dubbed MyPlaylistTV, provides TV viewers with the ability to generate pre-populated play lists from their VOD libraries and have the video segments stream in a linear fashion, with numerous options to navigate forward, backward and between different play lists without the usual stops and starts of today's VOD systems. – April 30, 2010



Clearleap Rolling Out TV App for Short-Form Video

Atlanta-based TV startup [Clearleap](#) is showing off a new programming guide application that was developed to enable end users to easily search and navigate short-form content on cable TV. The company's new MyPlaylistTV application is being targeted at cable providers and other video distribution companies as they look to add more online video content to their programming mix. – Ryan Lawler, April 28, 2010



Fame Game: Why High School Sports Play on Cable

Over the course of the 2009-10 school year, MaxPreps, in conjunction with CBS College Sports and ClearLeap, has been creating and delivering some 400 five-to seven-minute segments breaking down high school football, basketball, cross country, wrestling, volleyball, soccer and lacrosse in Houston for Comcast digital customers on a VOD basis. – Mike Reynolds, March 22, 2010



Visionaries, Innovators, Power Brokers: 40 Under Forty
MCN's Annual Look At the Best And Brightest In The Business

Jarratt is co-founder and CEO of Clearleap, a cloudbased TV technology platform that integrates the power and flexibility of the web into existing cable, IPTV and satellite infrastructures. Clearleap's Web-based TV technology platform can be deployed and active in less than a day and enables operators to drastically improve content delivery, management, monetization and interactive experiences. The technology allows operators to manage and monetize video-on-demand content more efficiently, and to program channels and gain access to perishable and local content within minutes. – March 29, 2010



Clearleap Brings the Speed of the Internet to HD TV

Atlanta based startup Clearleap is revolutionizing what TV providers can offer simply by allowing them to transmit programming via broadband rather than the traditional outlet of satellite. –Robert Scoble, March 9, 2010



Vendors Prep Place-Shifting, ITV Demos For CableLabs Confab

In a joint demo at the Innovation Showcase, interactive TV developer FourthWall Media (formerly BIAP) is teaming up with Clearleap, which has developed a Web-to-TV video-delivery platform, to create a video-centric interactive TV application. – Todd Spangler, February 3, 2010



FourthWall, Clearleap Partner for EBIF

By leveraging Clearleap's ability to ingest video content from any source, convert it to a TV-ready format and deliver it for near real-time integration, FourthWall was able to design an EBIF application using perishable, localized video content as the centerpiece. – February 3, 2010



Clearleap, FourthWall Media Create EBIF-Based, Video-Centric Interactive TV Weather App

FourthWall was able to leverage Clearleap's ability to ingest video content from any source, convert it to a TV-ready format and deliver it for near-real-time integration, in order to design an EBIF application using perishable, localized video content as its centerpiece. – Tracy Swedlow, February 3, 2010



[Clearleap Marries Web TV With EBIF](#)

In that scenario, the app appears as a pop-up on-screen, giving viewers the ability to access local weather info and link to a video summary from the network, which has been pulled in from the Web by Clearleap's platform, translated to a format that allows it to run on the cable operator's video-on-demand (VoD) platform, and displayed on legacy, non-IP digital set-top boxes. - Jeff Baumgartner, February 3, 2010



[Clearleap, FourthWall Media team up on EBIF demo](#)

By using Clearleap's ability to ingest video content from any source, convert it to a TV-ready format and deliver it for near-real-time integration, FourthWall (formerly Biap) was able to design an EBIF application using localized video content as the centerpiece. - Mike Robuck, February 3, 2010



[Online video working out for Revision3](#)

Revision 3 has been partnering with set top box manufactures like TIVO, Roku, Boxee, PopBox and Clearleap which bring the Internet shows to your television. - Chris Caceres, February 2, 2010



[Break Media Looking to Crack Cable TV](#)

The Los Angeles, Calif.-based Break, which operates a slew of young male-oriented sites loaded with sophomoric videos (Break.com) and pictures of pretty girls (Chickipedia), has announced a partnership with Clearleap, a company which provides content distribution technology to various cable MSOs, including Atlantic Broadband and Bresnan Communications. As a result of the new partnership, these cable companies now have the option to begin including Break content within their existing video-on-demand channels, or to build out standalone Break-branded VOD channels. - Mike Shields, December 17, 2009



[Quick Clicks: 'If I Can Dream', 'Anyone But Me', Break's Leap, 'Beautiful Life'](#)

Break Media, which owns popular video site [Break.com](#) along with a slew of other male-focused sites, announced a partnership with VOD platform Clearleap via the Clearleap's Content Marketplace, making selected videos and web series available to cable and IPTV providers for their VOD offerings. - [Marc Hustvedt](#), December 17, 2009



[Break Media Breaks In at Clearleap](#)

Clearleap, which successfully deployed its technology platform into the infrastructure of twenty cable and IPTV systems in 2009, will automatically make the content TV ready and deliver Break.com's video offerings to operators within minutes, making the content workflow simple and seamless for both TV operators and Break. - December 17, 2009

socalTECH.com

[Break Media Inks Video On Demand Deal](#)

Los Angeles-based **Break Media**, which operates a number of male-oriented video and other content sites, announced Thursday that the firm has inked a deal with IPTV firm Clearleap. According to Break, the deal calls for Clearleap to include a part of Break's video library in Clearleap's Content Marketplace, which is used by cable and IPTV providers for serving up their video on demand programming. - December 17, 2009



[People On The Move](#)

Clearleap tapped Peter J. Ansel as vice president of business development. Most recently, he was vice president of advertising strategy at Move Networks. - November 24, 2009

Cynopsis: **DIGITAL**

~ EXECUTIVE MOVES ~

Clearleap tapped **Peter J. Ansel** as its **VP/Business Development**, overseeing strategic partnerships, alliances and technology integrations. Previous to joining TV technology platform, Peter was VP/Advertising Strategy at Move Networks.- Wayne Karrfalt, November 19, 2009



Clearleap Fuses Broadband Video and VOD in MaxPreps-Comcast Deal

Gluing the parties together is **Clearleap**, a technology provider I last wrote about [here](#). As Braxton Jarratt, Clearleap's CEO explained to me, MaxPreps uses a team of freelance videographers to shoot and edit the video. They're given access to dedicated Clearleap accounts so that they can upload the video for a local MaxPreps content manager to review their work. -Will Richmond, November 16, 2009



MaxPreps.com in High-School Sports VOD Deal with Comcast

The new service represents MaxPreps.com's initial foray into the cable VOD space. The company produces all its content in-house, and the content is then delivered to Comcast Houston by Clearleap, an Atlanta-based company which offers a technology platform for bringing Internet-sourced video content to television sets (note: earlier this year, Clearleap announced deployments with Atlantic Broadband and Bresnan--see the articles published on [itvt.com](#), June 30th and September 13th). - Tracy Swedlow, November 16, 2009



Clearleap Intros New Content Management Platform

Internet-based TV technology platform provider **Clearleap** has introduced Content Marketplace, a new customizable content management platform that leverages Internet technologies to provide acquisition and aggregation of local, traditional and Web video content. - Anshu Shrivastava, October 27, 2009



Clearleap Launches Content Marketplace, Secures New Content Partnerships

Clearleap, an Atlanta-based company which offers a technology platform for bringing Internet-sourced video content to television sets (note: the company has announced deployments with Atlantic Broadband and Bresnan--see the articles published on [itvt.com](#), [June 30th](#) and [September 13th](#)), on Monday announced a new offering called Content Marketplace, which it bills as a customizable content-management platform that leverages Internet technologies to enable quick and easy acquisition and aggregation of local, traditional and Web video content.- Tracy Swedlow, October 27, 2009

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Clearleap Delivers Web Video

Clearleap, a venture-backed Atlanta company started last year to help pay-TV operators ingest, transcode and manage content, thinks it has solved the problem. The company has developed a turnkey system for making popular Internet video available on cable operators' video-on-demand systems. - Glen Dickson, October 26, 2009



Clearleap Adds Content Partners

Clearleap, the Internet based TV technology platform, today announced Content Marketplace, a new customizable content management platform that leverages internet technologies to provide quick and easy acquisition and aggregation of local, traditional and web video content. The Marketplace was designed to give cable and IPTV providers greater programming flexibility, volumes of more content and the ability to deliver fresh programming to VOD daily, without any work required. - October 26, 2009



Broadband Briefs for 10/26/09

Providers can package Web content with Clearleap system

Clearleap is introducing a customizable content management system designed to provide quick and easy acquisition and aggregation of local, traditional and Web video content. Content Marketplace includes best-of-the-Web video that is vetted, scouted, licensed and pre-packaged by genre. Cable and IPTV operators can deploy an entire genre of programming, Clearleap claims, with one-click acquisition. – Brian Santo, October 26, 2009



atlanta.startupgossip.com

CTAM Summit 2009: Clearleap Adds Content Partners For Web-To-VOD Platform

According to Clearleap, cable and IPTV operators can use Content Marketplace to deploy an entire genre of programming with "one-click acquisition" and can filter and sort content by programmer, rating and popularity. TV providers also can preview content within the publishing and management platform, and dynamically adjust settings to ensure the content ingest is aligned with performance of a particular package. – Todd Spangler, October 26, 2009



Online Video Tech Firm Clearleap Rolls Out Self-Serve VOD Marketplace

Service providers need to integrate Clearleap's content and ad management system into their existing VOD programming platform to access the marketplace. The company added its first two large cable providers—Atlantic Broadband and Bresnan Communications—within the past five months; it serves both content and locally-targeted ads for both. Clearleap was founded in 2007; it raised \$8 million in a first round of funding from Trinity Ventures and Noro-Mosely Partners. – Tameka Kee, October 26, 2009



Bresnan Deploys Web-To-TV Platform

The cable operator is using the Clearleap platform to manage The Spot, a VOD section with localized channels featuring businesses in categories such as jobs, dining and events. In addition, Bresnan plans to use the system to ingest Web-delivered content for its local linear channels, as well as target local advertising on both VOD and linear TV. – Todd Spangler, September 10, 2009



Bresnan deploys Clearleap's Web-based platform for local VOD

Bresnan is using Clearleap's platform to manage its VOD section, which is called The Spot. The Spot comprises localized channels featuring businesses in categories such as jobs, dining and events. The Clearleap platform will help Bresnan ingest, distribute, manage and monetize content of all types by using its clear|flow and clear|profit modules. - Mike Robuck, CedMagazine.com - September 10, 2009



Clearleap Nets Bresnan Deal

Bresnan Communications and Clearleap, an Internet based TV technology platform today announced the nation's 13th largest cable provider has deployed Clearleap technologies across all of its systems. The Clearleap Technology Platform is used by Bresnan to manage The SPOT, a Video-On-Demand section comprised of localized channels featuring businesses in categories such as jobs, dining, and events. – September 10, 2009



VenCap is less freewheeling, more cautious than it once was.

Yet for start-ups such as Clearleap, a provider of network-based technology, the road to VC funding in today's complicated, cautious and pragmatic investment environment is fraught with caution signs, with a high dosage of fright. "Our first thought was, 'Oh my God, we've quit our jobs for a hang-glider that hasn't flown before.' But our business needed an investment. It was crucial to have multiple customers tell the VCs they'll buy it if it's built. There's tons of good ideas, but until a customer says they'll buy it, from you, you never know," said Braxton Jarratt, CEO of Clearleap. – Craig Kuhl, September 1, 2009



Concurrent, Clearleap Announce Web TV Partnership

According to Jarratt, the deal is a co-marketing, co-sale arrangement where Clearleap and Concurrent salespeople will work together on accounts looking to leverage both companies' products. "The default is that customers will pay each of us separately, but we're open to customer-driven deals on a case-by-case basis," he says. – Ryan Lawler, July 9, 2009



Concurrent, Clearleap Integrate Technologies to Provide "Comprehensive View" of Subscriber Experience

According to the companies, the partnership sees them integrating Concurrent's Media Data and Advertising Solutions (MDAS--formerly branded as Everstream) with Clearleap's network-based media management and distribution platform to offer a joint solution that they say will provide a "comprehensive end-to-end view of the subscriber experience." They are billing the hosted solution as enabling TV service providers to gain near real-time visibility into user consumption through an integrated Web-based management interface that aggregates and processes rich data from a combination of the companies' respective interfaces. – Tracy Swedlow, July 9, 2009



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Concurrent, Clearleap Team Up for Internet TV

Concurrent Computer Corp. (Nasdaq: CCUR) and Clearleap announced that they are integrating Concurrent's hosted Media Data and Advertising Solutions (MDAS) product with Clearleap's network-based content distribution platform. Clearleap's distribution platform works by allowing MSOs to subscribe to feeds of Internet-based video content and tailoring those feeds to show up in customer's set-top-based interactive program guides (IPGs)...- July 9, 2009



Concurrent, Clearleap combo on addressable ads

For service operators, the advantage of the combined Concurrent/Clearleap products is gaining increased visibility into on-demand content from the point of origin to the point of payout. The ability to track viewing behavior end-to-end provided by the combination of Concurrent's and Clearleap's management systems provides invaluable data for addressable advertising in the on-demand environment. – Brian Santo, July 8, 2009



Concurrent Partners with Clearleap

Concurrent, a provider of video and media data products, today announced a partnership with Atlanta-based Clearleap, an Internet-based TV technology platform. The two companies are partnering to offer an end-to-end view of the subscriber experience. The hosted solution will empower TV service providers to gain near real-time visibility into user consumption through an integrated Web-based management interface that aggregates and processes data from a combination of Concurrent's and Clearleap's interfaces. – July 8, 2009



Concurrent, Clearleap Team on VOD, Advanced Ads

Video-on-demand vendor Concurrent, which provides hardware and software to large operators like Time Warner Cable and Cox, has formed a partnership with Clearleap, a venture-backed Atlanta company founded in 2008, to integrate their products to provide what the companies call a "comprehensive end-to-end view of the subscriber experience." – Glen Dickson, July 8, 2009



Concurrent forms partnership with Clearleap

Utilizing Concurrent's Media Data and Advertising Solutions and Clearleap's network-based platform for media management and distribution, the two companies are offering an integrated solution to improve subscriber experience. Concurrent has said that the hosted solution will empower television service providers to gain near real-time visibility into user consumption through an integrated web-based management interface that aggregates and processes rich data from a combination of Concurrent's and Clearleap's interfaces. – July 8, 2009



[Concurrent partners with Clearleap to offer media lifecycle services](#)

The hosted service reportedly allows television service providers to obtain visibility into user consumption through a web-based management interface that aggregates and processes data from a combination of Concurrent's and Clearleap's interfaces. The partnership will also allow television service providers, using the Clearleap platform, to monetize their video offerings through addressable advertising. – July 8, 2009



[Atlantic Broadband Deploys Clearleap's clear|flow Platform](#)

Clearleap, a company which offers a content-acquisition, delivery, management and distribution platform, called clear|flow, that brings broadband video and other Internet-sourced content to television sets, including sets equipped with low-resource legacy cable set-top boxes (note: its most prominent competitor is ActiveVideo Networks, which is currently deploying its platform with Cablevision--[see the article posted on itvt.com, June 24th](#)), announced Monday that it has deployed the platform with **Atlantic Broadband**, the 15th-largest cable operator in the US. – Tracy Swedlow, June 30, 2009



[Atlantic Broadband Offers Local Events, Web Clips On VOD](#)

Atlantic Broadband also will provide selection of 60 to 70 short-form clips from Revision3 and Next New Networks, through agreements those companies [signed with Clearleap](#). Isenberg said the deployment of Clearleap's Internet-based VOD catcher took Atlantic Broadband's most junior engineer only half a day to install. "It's drop-dead simple to use," he said. – Todd Spangler, June 29, 2009



[Clearleap Jumps on First Win](#)

The MSO has Clearleap's clear|flow system up and running in its Johnstown/Altoona, Pa., system, and expects to deploy it later this year in Miami Beach, as well. Those two systems cover roughly 75 percent of the operator's digital customers, according to Atlantic Broadband VP of products David Isenberg. Although the deal allows the MSO to bring in video from Web-based sources such as [Next New Networks](#) and [Revision3](#), Isenberg said the operator was eager to use Clearleap's Web-based platform to rapidly load local content onto its video-on-demand (VoD) system. – Jeff Baumgartner, June 29, 2009



[Atlantic Broadband does Web VOD with Clearleap](#)

Clearleap, a start-up that integrates Web-based content into service providers' video-on-demand offerings, has signed up its fifth customer (but its first announced): Atlantic Broadband (ABB). The MSO will deploy Clearleap's clear|flow – a next-generation content acquisition, delivery, management and distribution system – along with the vendor's clear|profit ad platform, which enables the insertion of ads into on-demand programming. The two systems were introduced in March. – Brian Santo, June 29, 2009



[Atlantic Broadband Deploys Clearleap](#)

Atlantic Broadband, the 15th largest cable provider in the U.S., and Clearleap, an Internet based TV technology platform, announced deployment of clear|flow, a next-generation content acquisition, delivery, management, and distribution system. The deal brings the power and flexibility of the Internet directly into the Atlantic Broadband Video On Demand and Digital TV infrastructure and will enable the service provider to expand VOD offerings, increase efficiencies in workflow, and leverage the clear|profit ad platform to quickly insert ads into on-demand programming. – June 29, 2009



[Atlantic Broadband Using Clearleap for Web Video](#)

Companies like [Clearleap](#), ActiveVideo Networks and [AnySource](#) have been pretty hush-hush about which customers are using their particular brand of video-to-TV services. But today, Clearleap broke its code of silence to announce that [Atlantic Broadband](#) has deployed Clearleap's Internet-based TV technology. – Chris Albrecht, June 29, 2009



Cablevision Tunes Up With ActiveVideo

ActiveVideo, which competes with [Clearleap](#), has already signed up several application partners, including a few such as [Blip.tv](#) that can bring Web-sourced video to the TV. –Jeff Baumgartner, June 23, 2009



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MEDIA SHIFT
YOUR GUIDE TO THE DIGITAL MEDIA REVOLUTION

How CableCos View Web Video

Up until a few years ago, the only way to watch video was through an antenna or your cable or satellite provider. But as online video has grown, so too have our options. The video landscape is shifting, and multi-service operators are adapting to accommodate the new possibilities of not only web content, but of video delivered via the web. [Clearleap](#) and [ActiveVideo Networks](#) are two players in the web-video-to-TV sector working to expand MSO offerings beyond just traditional television. They have a front-row seat to this change the MSOs are going through, so we talked with Clearleap CEO Braxton Jarrett and ActiveVideo's SVP of marketing, Edgar Villaplando, for their insights into the merging of new and oldteevee. – Chris Albrecht, June 5, 2009



RAM: Right Back at Ya

It's Internet television in reverse. In one of those wild and woolly everything-comes-full-circle kind of moments, technology start-up Clearleap wants to bring Web shows back to the TV set. Sure, that's been the goal all along for some - incubating a hit show online and moving it to the tube. But let's get this straight: Is the business of Web video - bred on the meritocratic notion that creators who were roadblocked from TV for whatever reason finally had an outlet to reach audiences thanks to the Internet - now headed back to the living room? Apparently so. - Daisy Whitney, June 1, 2009



Online video series need to find the living room

I was encouraged this week by [Clearleap's addition](#) of Revision3, Next New Networks and Blip.tv to its direct-to-cable box video offering. New collaborations among online video companies, [MSOs](#), [telcos](#) and [intermediaries](#) like Clearleap are integral to the eventual success of online video revenue equations. – Pete Wylie, May 20, 2009



Made-for-Broadband Video and VOD are Looking Like Peanut Butter and Chocolate

Consider, last week Multichannel News [reported](#) that Verizon plans to bring over 7 million broadband video clips from providers like blip.tv, Veoh and Dailymotion to its FiOS service, which users can browse with their set-top boxes. Also last week, AnySource Media, a software company that powers broadband-connected TVs, [announced](#) content deals with TheStreet.com, Break.com, Revision3 and Next New Networks, creating hundreds of "virtual VOD channels." And yesterday, Clearleap, a startup technology platform I recently [profiled](#), [announced](#) its own deals with blip.tv, Revision3 and Next New Networks, providing content that cable operators can meld with their VOD offerings. – Will Richmond, May 19, 2009



Clearleap in VOD Deals with Next New Networks, Revision3, blip.tv

According to Clearleap, its three new content partners will be able to use its flagship ClearFlow platform--which it claims integrates "seamlessly" with traditional TV infrastructures--to deliver their programming to traditional TV platforms via a simple MRSS feed (note: the company claims that operators who sign up for its service can implement it "with no new set-top box software, by leveraging existing network infrastructure"). Once programming has been delivered into its platform, the company says, it can then be made available to home viewers within minutes. Clearleap bills its platform as providing an automated system of content ingest, management and delivery that represents a "quantum leap forward" for MSO's who would typically use a "time-consuming and costly satellite- and tape-based workflow." - Tracy Swedlow, May 19, 2009



sphere



Revision3, Next New Networks and blip.TV Jump onto TV Screens with Clearleap Partnership

Using ClearFlow, a content platform that seamlessly integrates with traditional TV infrastructures, the Web video pioneers will deliver content using a simple MRSS feed. Once delivered into the Clearleap platform, content is then made available to home viewers within minutes, ensuring the VOD offerings are fresh and timely. This automated system of content ingest, management and delivery is a quantum leap forward for MSOs who commonly rely on a time consuming and costly satellite and tape-based work flow. – Press Release, May 18, 2009



SmartBrief

Clearleap partners with Revision3, Next New Networks, blip.tv

Clearleap, an Internet-based TV technology platform, announced partnerships with online video companies Next New Networks, Revision3 and blip.tv that it said will bring premium Web content directly to viewers' TV sets. Through this partnership, Clearleap said programming will soon be available to home viewers through cable, satellite and IPTV providers in a video-on-demand environment. The agreements are the first in a series of content partnerships Clearleap plans to announce in the coming weeks. – Mike Robuck, May 18, 2009



Clearleap to Bring Trio of New Media Studios to TVs

The lines between old and newteevee blurred a little more today, as Clearleap announced that it will help make web-based content from blip.tv, Next New Networks and Revision3 accessible on TV sets. Programming from the trio of new media companies will be made available through cable, satellite and IPTV operators in a VOD setting using Clearleap's ClearFlow platform. – Chris Albrecht, May 17, 2009



atlanta.startupgossip.com

Clearleap brings original online video to cable

Online video production companies Revision3, Next New Networks and Blip.tv announced deals with Clearleap to push their original online video programming directly to cable boxes. Clearleap hopes to serve as the conduit between such Internet content and cable delivery systems, a connection that today suffers from a variety of lags; indeed, in some cases Internet vendors have had to ship actual hard drives full of video content to cable vendors in order to get their wares onto cable systems. – Pete Wylie, May 18, 2009



Clearleap Inks Web-Video Deals For VOD Service

Clearleap, a startup pitching pay-TV providers on a Web-to-VOD service, has signed content-distribution deals with three online-video companies: Next New Networks, Revision3 and Blip.tv. Clearleap's automated content-ingest, management and delivery system obtains content from the Web using an MRSS feed, then converts it into video files for distribution on VOD platforms. – Todd Spangler, May 18, 2009



Clearleap Brings Blip.tv & Others to Cable

Clearleap, a startup that aggregates Internet content for cable operators, has signed Blip.tv, Next New Networks, and Revision3 as content partners. Clearleap will now have access to the trio's entire library of content, and MSOs can pick and choose how much they offer to digital video subscribers. Among the group, Blip.tv claims to offer 38,000 originally produced Web shows. (See Clearleap Nets Content Partners.) Clearleap is coming along as MSOs look for ways to expand their VoD movie and TV vaults with a broad variety of niche content. Clearleap's encoding process ensures that IP-based videos can be played on cable's widely deployed base of non-IP, QAM-based set-tops. – Jeff Baumgartner, May 18, 2009



Clearleap Nets Content Partners

Clearleap, an Internet-based TV technology platform, announced a partnership today with leading online video companies Next New Networks, Revision3 and blip.tv that will enable premium Web content to be accessible to viewers right on their TV sets. Through this partnership, their ground-breaking programming will soon be available to home viewers through cable, satellite and IPTV providers in a VOD environment. Press Release, May 18, 2009



Web Shows Leap To Cable

What's the problem today? Getting Internet video into many cable systems is often a cumbersome process: Clearleap CEO Braxton Jarratt tells us it often includes physically shipping a hard drive full of video somewhere, beaming video over satellite, and waiting for someone to enter the metadata manually. The process can take days or weeks. But Clearleap, Jarratt tells us, can do this much faster -- syncing hourly or daily, using the Internet. In the future, it'll even be able to do live video. – Dan Frommer, May 18, 2009



Web vs. TV Content Owners: Taking the Fight to the Opposition

But what I do see happening, and we're in fact seeing it on the front lines at WatchMojo.com, is Web content companies moving aggressively to cable... where the ad dollars and licensing models "make the pie higher", to [quote another chief executive](#). A number of companies are trying to facilitate this, the latest one is Clearleap, who has signed on Blip.tv, Revision 3 and Next New Networks (Blip.tv is an aggregator, Revision 3 and Next New Networks are creators). Read more about them [here](#) and [here](#). This poses a major challenge to traditional media companies, it's one thing to acknowledge - like Disney's CEO Bob Iger - that media is being increasingly consumed online and traditional media has to be there... but it's another thing to actually "release the hounds", because what you end up doing is accelerate the pace at which you shrink your business. – May 19, 2009

BroadcastEngineering.

IP paves the way for Clearleap file distribution

Among these new technology choices is a new startup called [Clearleap](#), based in Atlanta, GA, that has developed a software-based video delivery platform (targeting linear and VOD channels as well as digitally inserted commercials), leveraging the cost benefits of the Internet. It means that multichannel operators can bring new channels to subscribers faster and ads can be refreshed more frequently than is currently practical. It also makes hyperlocal content more financially attractive to cable operators looking to serve niche audiences. - Michael Grotticelli, April 6, 2009

The Premier Magazine of Broadband Technology

Clearleap teams with enableTV to demo iTV

Clearleap has partnered up with enableTV to demonstrate personalized, interactive video services at The Cable Show. The demo illustrates the consumer and operator advantages of using Clearleap's IP-based back end and enableTV's iTV software, the companies said. Clearleap, which incorporates Internet technologies into traditional cable and IPTV infrastructures, partnered with enableTV to demonstrate how scalable, Internet-based interactive TV solutions can open up a new set of possibilities to consumers, advertisers, operators and content owners. – Traci Patterson, April 2, 2009



Clearleap, enableTV Get Interactive

Clearleap, which seamlessly incorporates best of breed internet technologies into traditional cable and IPTV infrastructures, partnered with enableTV to demonstrate how scalable, internet-based interactive TV solutions can open up a new set of possibilities to consumers, advertisers, operators and content owners. The demo will show how the Clearleap platform can be used in conjunction with interactive software such as enableTV's, to deliver choice, immediacy, relevancy and personalization of content to television viewers while offering real time consumption analytics for advertisers and programmers. – April 1, 2009



Digital Dealmakers

Braxton Jarratt, CEO of Clearleap

The pitch: The company is betting its Internet-television-in-reverse proposition will be a selling point for cable operators and telcos that need to fill their menus with content. “We make it easy and profitable to bring new kinds of content to all the different platforms like cable and telcos and over-the-top connected TVs,” Mr. Jarratt said. Clearleap also lets providers embed ads with its technology using drag-and-drop ad insertion tools that reduce the cost and time to insert ads, Mr. Jarratt said. – Daisy Whitney, March 29, 2009



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AnySource Raises \$3.2M for Web Vid on TV

Based in Philadelphia, AnySource has raised a little more than \$4 million to date. It was formed in the fall of 2006 and currently has 25 employees. Competitors in this space include [Clearleap](#), which manages video to multiple platforms, and [ActiveVideo Networks](#), which is working to bring web content to your television through Internet-connected devices. – Chris Albrecht, March 16, 2009



Column: Spinning the Web on the TV Set

For the purposes of this column, I want to zero in on the Web-to-TV business at Clearleap because it represents the latest shift in digital media. The great big playground of Web video has been built on the notion of democratization: People who couldn't get a show on TV for whatever reason could make a show for the Web and watch it succeed. Now some of those shows are funneling right back to the TV. We're coming full circle. – Daisy Whitney, March 8, 2009



Clearleap uses Internet to target expanding TV ecosystem

While at Tandberg, Jarratt formed relationships with tier-one TV providers that he hopes to continue with Clearleap. He also anticipates that the service will appeal to mid- and small-sized operators because it allows them to offer advanced capabilities cost-effectively. To date, Clearleap has deployments with a smaller cable system and IPTV system and deals signed with mid-sized MSOs, he added. There is also an opportunity in the growing over-the top market, which could prove to be either competitive or complementary. – Sarah Reedy, March 5, 2009

THE BUSINESS OF TELEVISION



Clearleap Unveils Content-Management Products

The software-driven Clearflow and Clearprofit products are supported by data centers that Clearleap has developed in New York, Atlanta and Los Angeles, says Jarratt, which means the hardware required at the headend to implement either is minimal. Clearflow has already been deployed by at least one operator, while Clearprofit should roll out in the next couple weeks. – Glen Dickson, March 4, 2009



Clearleap Bridges Broadband Video and Ads to TVs

Clearleap has an ambitious vision and ordinarily I'd say it feels like a lot for any startup to bite off. But Clearleap has a veteran executive team from N2 Broadband, which was a successful VOD software provider prior to its acquisition by Tandberg Television. The Clearleap team knows its way around cable data centers, has strong industry relationships and is benefitting from pressure incumbents feel to broaden their offerings - all no doubt key factors in helping the company [raise money](#). – Will Richmond, March 3, 2009



social|median



Clearleap Makes TV Content Management Easy as PC

Clearleap's products help content owners and satellite, cable and IPTV operators bring all sorts of programming — from their own archives to time-sensitive content to web videos — together, along with dynamically managed ad inventory. The output is up to each customer, and could be a linear channel, a live stream, or VOD. Meanwhile, on the backend, Clearleap makes sure the content works with new set-top boxes and formats as they come on the market. The idea is to have TV programming become as easy as web content management. — Liz Gannes, March 2, 2009



Clearleap unveils new content management, ad platform

Clearleap today announced the launch of two core service offerings that are designed to help content providers improve the economics of managing, delivering and monetizing TV content. Clearleap said the services, which are called "clear|flow" and "clear|profit," offer content owners and TV service providers a simple, cost-effective means for delivering a wider variety of content to linear and video-on-demand (VOD) channels, while providing an advertising management platform. Clearleap said its platform seamlessly integrates with cable and satellite TV, IPTV and Internet-connected TVs, offering consumers a wider range of content choices — from programmers' vast libraries, to local or time-sensitive content, to the best of the Web.. — Mike Robuck, March 2, 2009



LIGHT READING's cable digital NEWS



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Clearleap Aims to Make Web Video a Commodity

Clearleap has shed more light on a plan that aims to help cable, IPTV, and satellite TV service providers rapidly deliver Internet video to more traditional set-tops that can't speak a lick of [Internet Protocol \(IP\)](#). Clearleap, an Atlanta-based startup that's been kind of quiet in the past -- see our earlier [profile](#) -- has unveiled its first two products: clear|flow and clear|profit. Both aim to help operators compete with the explosive growth of online|video. At a high level, clear|flow is a video system that's designed to shrink the video-on-demand (VoD) and linear publishing cycle from months to minutes. The idea is to help Web TV sites and other suppliers of "professional content libraries" optimize their titles for TV, with all the associated metadata, and at the right resolution. - Jeff Baumgartner, March 2, 2009



Clearleap Unveils First Two Products

Clearleap "wants to take away the pain and challenges of bringing new content into the TV environment," says Clearleap CEO Braxton Jarratt, formerly of [Tandberg Television](#) , N2 Broadband (purchased by Tandberg in February 2005), and [Cox Communications Inc.](#) "Our mission is to focus on the technology and infrastructure to really help and scale this next generation of television that everyone sees coming." — Jeff Baumgartner, March 2, 2009



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Startup Leaps With Its Web-to-TV Pitch

Video-services startup Clearleap is launching a Web-to-TV service for cable operators and content providers designed to quickly deliver video-on-demand clips - and dynamically inserted ads - to viewers. CEO Braxton Jarratt said the Clearleap system is live with deployments in cable and Internet-protocol TV providers, but he declined to name them. He also wouldn't discuss content partners, although CBS College Sports Network is said to be working with the company. — Todd Spangler, March 2, 2009



LIGHT READING's cable digital NEWS

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Clearleap Bridges Web TV Gap

Just months after receiving venture capital to create a next-generation TV technology platform that will leverage the power of the internet to deliver on the promise of TV 2.0, Clearleap today announced the launch of two core service offerings that will change the economics of managing, delivering and monetizing TV content. The services, clear|flow™ and clear|profit™, offer content owners and TV service providers a simple, cost-effective means for delivering a wider variety of content to linear and VOD channels while providing an unprecedented advertising management solution. — Press Release, March 2, 2009