

DASH-IF Appoints Olga Kornienko as its Promotion Working Group's Chair

Portland, OR. - Jan 3, 2023- The DASH Industry Forum (DASH-IF) today announced that the forum has appointed Olga Kornienko as its Promotion Working Group's (PWG) Chair. The DASH-IF's PWG is responsible for the promotion of the DASH-IF developed technology and showcasing its members' related technologies at industry events, trade shows, and other public settings, as well as educating the industry about recent DASH technical developments. The PWG has been responsible for growing the DASH-IF's significant industry reach through DASH-IF networking events at NAB and IBC every year. Given the increasing momentum of the DASH adoption in the media delivery ecosystem, the DASH-IF expects more promotion work is needed to further foster the adoption of the DASH standard.

Olga Kornienko is the COO & Co-Founder of EZDRM, the hosted, managed DRM-as-a-Service company. EZDRM's innovative services provide a full spectrum of video security offerings in an API-first cloud solution. Since 2003, Olga has driven the growth of EZDRM's international business footprint and cemented its position as a leader in both business and technology

"In the last 12 years, DASH-IF has been working to promote the use of the DASH standard. Considering her depth of technical knowledge and long experience in the media industry, Olga's leadership of this working group will further its mission to make the industry more aware of the latest DASH-IF's work as well as facilitating the various DASH-IF's events," said Iraj Sodagar, the DASH-IF's President and Chairman of Board. "Olga has been involved for many years in this industry. She has been also an active member of DASH-IF, and we are very happy that she is taking this leadership role for the benefit of the DASH-IF and the whole media streaming industry."

The DASH-IF Promotion Working Group is expected to organize more public events this year due to the ease of travel restrictions and the growing scale of industry related events. The recent publication of DASH-IF's IOP V5 guidelines along with other publications is likely to require more active and multi-faceted industry outreach and education during the year.

About DASH Industry Forum (<http://dashif.org>)

Formally launched in 2013, and after a year of working as DASH Promoters Group, DASH Industry Forum (DASH-IF) has been advocating the use of the MPEG DASH standard for media streaming applications. Throughout the years, DASH-IF has provided the implementation guidelines and industry specifications for the aligned interoperable adoption of the DASH standard, as well as providing conformance and test tools and test vectors, content generation and authoring tools, dash.js reference players, and many related specification, guidelines, and specifications. The DASH-IF also works with various consortia in the harmonized adoption of

DASH in their specification, avoiding market segmentation and incompatibilities between different consortia specs. The industry has widely used DASH-IF's dash.js open-source player as a reference and production player. DASH-IF continues to develop new guidelines and specifications, software tools, and test vector databases and collaborate with consortia and standardization bodies, to further foster DASH adoption for new applications and services.