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# Content & Media Snapshot

INDUSTRY INSIGHTS - LATEST NEWS

## Exiting summer, emerging from Covid?

August should have been the end of summer holidays, followed by the final preparations and meeting planning for IBC in Amsterdam. Sadly, we've got a glut of travel bans and Covid19 still having a huge impact throughout the Content & Media industry.

However, despite things being very different normal right now, there's been a lot to celebrate this month. More live sports have returned to our screens, and content consumption is on the up which has to be a good thing for all of us.

It's also been fantastic to see the launch of two major new solutions to the market, namely Synamedia's Iris launch and Liberty Global's new 'Streamer' device which hails a potentially huge resurrection for the STB/device market.

The industry isn't out of the woods just yet, but in times of crisis comes innovation and that must be the positive feeling that we all hold on to.

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Liberty Global

Commscope

NEP

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BT Sport

Sunrise

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## Liberty Global launch 'green' set top box

Liberty Global is introducing what it claims is its greenest-ever set-top box, delivering a world-class viewing experience while dramatically reducing energy consumption and the use of plastics. Manufactured by Commscope, this looks an awesome product!

[Read article](#)

## Brian Sullivan named CEO at NEP

In 30 years of experience in the broadcast sector, Sullivan has held roles at Fox Networks Group, Sky Deutschland and Sky UK. Most recently he served as senior advisor to the consumer, tech and media teams at McKinsey & Company.

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## Ateme and Anevia join forces

Ateme and the main shareholders of Anevia have entered into exclusive negotiations to acquire a total of 87% of Anevia's share capital. The combination of the two companies would create a major player in video broadcasting infrastructure, with combined revenues of more than €80 million (pro forma 2019).

[Read article](#)

## Sunrise to be acquired by Liberty Global

After the failed acquisition of Swiss cable operator UPC by local telco Sunrise, UPC parent company Liberty Global is now turning the tables and wants to take over Sunrise. Mark Fries, CEO of Liberty Global said it will "accelerate digital investment at a time when connectivity has never been more essential"

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## Covid19 and the value of sports rights

The head of BT Sport, Simon Green has said he expects the coronavirus pandemic to lead to a dampening of the value of sports rights.

"I think everyone will be more discerning about what they pay given that the country is facing a potential recession which could leave viewers with less money in their pockets."

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## Synamedia launch Iris

Synamedia, the world's largest independent video software provider, today introduced Iris, a sleek new addressable advertising solution. Iris will create addressable advertising opportunities for pay-TV and broadcasters as well as OTT and hybrid service providers to unlock new revenue streams.

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