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Global Recruitment & Executive Search | Content & Media Specialists

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Content & Media Snapshot

INDUSTRY INSIGHTS - LATEST NEWS

2021 Brings Both Opportunity and Challenge

As we roll into 2021, much of the Media Industry has been bolstered by continuing improvements in production safety, news of vaccine rollouts across the world and an ever-expanding appetite for content from a global public still living under various restrictions.

Digital streaming still looks like the big winner of 2020 and this looks set to continue in 2021. We continue to see a flood of new technology partnerships being announced to improve and expand the availability of online content such as the Remote Recording Network's creation of the worlds first fully decentralized production of a live, global music event and AVIWEST's bonded cellular solutions powering of both Barça TV and Real Madrid TV.

There is no telling what this year will bring (imagine what you were planning this time last year and how that compares to how 2020 panned out) but what we can be sure of is that the extreme flexibility and adaptability of the media industry and of media technology in particular has put us in good stead, let's just hope we don't have to stress test it quite as much as we have this last year!

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ACCESS Europe

Riedel

Deutsche Welle

ITV

Deltatre's AXIS to power BritBox

Deltatre has extended its collaboration with ITV and continues to power its "best of British" content streaming service, BritBox, across all major platforms.

[Read article](#)

Zype Releases Playout Enhancement for Faster Stream Start and Improved Streaming Analytics

Sony is in the final stages of negotiating a \$1 Billion deal to buy the US-based anime streaming service Crunch roll and it's current 3 million person subscription base from AT&T. Sony regards this as an important strengthening of their offering in the increasing competitive and important anime streaming market currently dominated by Netflix and Hulu,

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Telestream Awarded IABM BaM Award

The IABM have Telestream as the recipient of its prestigious BaM Award for their 'GLIM Media Player' collaborative video production application.

[Read article](#)

ACCESS and DW partner to deliver news to connected vehicles

ACCESS Europe and DW have announced a partnership that sees international and regional news delivered to connected cars. The collaboration enables car users to instantly access the latest news updates as audio, video or text alerts via the ACCESS Twine solution.

[Read article](#)

Limelight Networks' EdgeFunctions and Realtime Streaming win Awards

IABM awarded Limelight the BaM Award for the "Publish" category for its serverless computing platform, EdgeFunctions. Limelight Realtime Streaming was also recognized at the 8th Annual Over The Top Executive Summit as the "Best Return-on-Investment"

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Riedel Help Produce World's First Fully

The 2020/21 UEFA and Champions League draws chose TVU Networks to deliver and remotely produce their draws and awards ceremony. This is particularly note-worthy as due to Covid-19, the representatives of participating teams were unable to physically attend and consequently, it is the first time this has been remotely produced.

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Grabyo has partnered with CNN Brasil for digital coverage

CNN Brasil will use Grabyo to streamline its digital and social video strategy. Grabyo's video production platform is entirely cloud based, which allows CNN Brasil to produce news clips and packages remotely from anywhere in the world, and distribute content rapidly to its digital platforms.

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AVIWEST bonded cellular solutions are at the core of Barça TV and Real Madrid TV

31 year veteran of Warner Bros. Josh Berger is stepping down as head of the U.K. and Ireland for WarnerMedia to be replaced by Polly Cochrane, previously VP and group marketing director for Warner Bros. U.K.

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