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Global Recruitment & Executive Search | Content & Media Specialists

APRIL 2021

Content & Media Snapshot

INDUSTRY INSIGHTS - LATEST NEWS

Forging Change, Striving for Equality & Breaking Records

Diversity remains a hot topic for the industry and was in the spotlight with the #ChooseToChallenge campaign throughout the last month for International Women's Day. Working together to forge gender equality and inclusivity should always be at the forefront of our minds but it is wonderful to both challenge the status quo and celebrate the incredible achievements so many women have made throughout the industry. There's a way to go, but wow there's also great reasons to celebrate as many companies make this a priority.

It's officially been a year since the world went into lockdown, and over a year since we have paced the Tradeshow floors. We are all missing those Vegas Cocktails and IBC Beers, but the industry continues to regain lost ground, break new records and launch innovative technology.

At neuco we have a front row seat and look in awe at all that is happening. This quarter has been explosive as companies strive forwards, which is reflected in hiring demands. While we may still be unable to get on a flight; the conversations we have had and the news we read, sizzle with the prospect of a brilliant Spring and Summer.

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In this issue:

[Disney+ Tops 100 Million Global paid Subscriber Milestone](#)

[MediaKind partners with New Digital Technology to deliver 4k UHD Content for Beijing Radio & TVs](#)

Disney+

The Switch

MediaKind

Spark Sport

New Digital Technology

NEP

Grabbyo

Comcast Technology

Verizon Media

Solutions

Epsilon

Dish

Disney+ Tops 100 Million Global paid Subscriber Milestone

It's hard to imagine life without Disney+ now, but in the mere 16 months since launching they have surpassed all expectations and have achieved incredible figures.

[Read article](#)

MediaKind partners with New Digital Technology to deliver 4k UHD Content for Beijing Radio & TVs

MediaKind solution is integrating with NDT group's iSwiftMedia, an end-to-end multi-vendor NMS, OSS and Orchestration Software solution to broadcast Ultra HD documentary channel and major winter sporting events.

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Grabby introduce the new Producer Workspace: a powerful, flexible interface for remote live production

Grabby are about to release many new updates, including a redesigned workspace with some powerful new feature upgrades which will give partners even more flexibility.

[Read article](#)

Comcast Technology solutions gives advertisers greater campaign visibility and control across complete video landscape with new video ad serving integration

This new interoperability between CTS and Flashtalking offers innovative centralised omnichannel creative management solutions.

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Epsilon and Verizon Media Partner to strengthen identity and build on activation capabilities

Sharing a vision to delivery exceptional consumer experience whilst moving away from third-party cookies and mobile ad identifiers, this new integration will be industry leading.

[Read article](#)

The Switch teams with Spark Sport for cloud production and delivery of F1, Premier League and New Zealand Cricket

The countries digital services provider will tap The Switch's cloud-based production-as-a-service offering, MIMiC, as part of a multi-layered solution to deliver live sports feeds.

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Celebrating Women in the Industry: Meet NEP's Stephanie DeMoss and Leigh Mitchell

The SVP of Global Sales Operations and Director of Business Operations for NEP Sweetwater are in the spotlight, discussing diversity and their passion for this industry.

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DISH selects Amdocs' Cloud-Native Billing Platform to support 5G Services

Amdocs Optima is a cloud-based platform with the flexibility to support the 5G needs of DISH.

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