



GLOBAL SPECIALIST RECRUITMENT

Global Recruitment & Executive Search | Content & Media Specialists

# Content & Media Snapshot

INDUSTRY INSIGHTS - AUGUST 2022

July has been an incredibly positive month throughout the entire industry, with new partnerships being formed, new solutions being deployed and the countdown for IBC beginning!

This month we saw the industry begin to get ready to all be back in Amsterdam together again, for the first time since 2019 for IBC!! From speaking and listening with individual throughout the industry, we're anticipating hot topics to continue being around cloud migration & adaptation, content privacy and cyber security, FAST networks and the importance of data analytics when it comes to retaining and understanding end-user engagement.

Furthermore, the first London to Amsterdam cycle to IBC is planned to take place this year. This cycle demonstrates the importance of sustainability for the future of the industry. It is great to see more companies prioritising sustainability and reducing their carbon footprint which we hope is a trend more companies embrace within the upcoming years.

Are you going to IBC? Our flights are booked, and we would love to connect face to face for the first time since 2019!

## In this issue:

[Ride to IBC2022: Industry support for Sustainability- The first London to Amsterdam group cycle ride to IBC will take place this year](#)

[Harmonic and NAGRA Announce partnership for Watermarking as a Service for Live Sports Streaming](#)

## Featured Companies

Harmonic

Mola TV

Nagra

Verimatrix

Norigin Media

Disney +

Mux

Evertz

Imagine Communications

## Fancy a listen?

### The Tech That Connects Us

A podcast sharing the stories from leaders in the technology industries that bring us closer together.



Episode 76  
MARK JOHNS

CHIEF EXECUTIVE OFFICER AT SWITCH MEDIA



## Harmonic and NAGRA Announce Watermarking as a Service for Live Sports Streaming

Harmonic and NAGRA today announced that the companies are teaming up to improve content protection for live sports streaming with a new watermarking-as-a-service offering.

[Read article](#)

## Ride to IBC2022: Industry support for Sustainability

The cycle event reflects the increasing importance of sustainability for individual organisations within the technology and media industry and IBC's sustainability objectives.

The first London to Amsterdam group cycle ride to IBC will take place this year, organised by joint sponsors Tata Communications and Net Insight, highlighting the industry's commitment to sustainability.

[Read article](#)

## Imagine Communications launches Essential channel origination option for cloud playout

Imagine's playout solution is optimized on AWS to deliver comprehensive cloud-native services, removing the time and complexity of large physical infrastructure deployments and delivering comparatively instant deployment of global services.

[Read article](#)

## Mola.TV Scales Up Live Events with Verimatrix Secure Cloud

In February 2020, Verimatrix announced that Jakarta-based Mola.tv selected the Verimatrix Multi-DRM solution offered via the cloud. A fast-growing multi-platform service for cable television, ZPTV, on-demand video, and over-the-top video.

[Read article](#)

[www.neuco-group.com](http://www.neuco-group.com)

+44 203 865 1330

[hello@neuco-group.com](mailto:hello@neuco-group.com)

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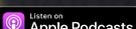
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## Ad-Support Disney + subscription Tier to Launch December 8th in the US

On Thursday, December 8, 2022, Disney+ will introduce its much-anticipated ad-supported subscription offering in the U.S., delivering more choice to consumers than ever before. With the launch, a new and comprehensive slate of subscription plans will be made available across Disney+, Hulu, ESPN+, and the Disney Bundle, giving viewers ultimate flexibility in choosing an option that suits their needs.

[Read article](#)

## Evertz Ease Live takes gamification

Evertz will demonstrate Ease Live, a Software-as-a-Service (SaaS) based interactive graphics platform that gives live sports, live events and broadcast customers the tools they need to create, build and distribute overlays to millions of end users on multiple platforms in real time. Already used by sports leagues, broadcasters and content providers around the world, the platform delivers edge-rendered graphic overlays that add interactive experiences to existing Over-The-Top (OTT) services and Apps.

[Read article](#)

## InSync Technology Signs OEM Partnership with GrayMeta

InSync Technology announced that it has entered into an OEM partnership agreement with leading provider of metadata solutions, GrayMeta, to deliver a solution for high-quality content ingest with automated metadata creation.

[Read article](#)

## Norigin Media and Mux integrate to give Broadcasters Quality of Experience insights across TV Apps

Scandinavia's leading solution provider for broadcasters, pay TV operators and OTT service providers to boost its TV App Framework with new Mux Data metrics for measuring Quality of Experience (QoE) across multi-screen front-end apps.

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