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Content & Media Snapshot

INDUSTRY INSIGHTS - DECEMBER 2022

2023 Starts With a Bang!

As we celebrate the start of the year, rested and ready to go, the industry has been gearing up with announcements of partnerships and innovative solutions to start 2023 off right.

It's fantastic to see further growth in the industry with companies such as Setplex, JPIX, Cisco and Qwilt planning their expansion into new territories and regions.

We're expecting an increased priority to tackle our environmental footprint in 2023, and in this issue, we have highlighted some of the companies leading the way in the media space.

There is no telling where this year will take the industry, but the past few months have set a great standard, in terms of innovation, that we hope will continue long into the coming year.

In this issue:

Jean-Marc Racine has been appointed Chief Product Officer for Haivision

Grabyo's Latest Report Signals the way UK Viewers watch sport is 'nearing a tipping point'

Featured Companies

Setplex

NPAW

Cisco

Qwilt

JPIX

Alpha Networks

Verimatrix

Haivision

Grabyo

ITV

CapGemini

Telefonica

Accenture

Fancy a listen?



Gracenote, Neilson's Group, have introduced Disability Representation to their Inclusion Analytics

Tracking for Neurodivergence, Intellectual/ Developmental, Visual, Hearing, Physical and Mental Health has now been included in Gracenote's Inclusion Analytics. These new metrics are a big step forward towards correcting the under-representation of disability within media.

"Being able to measure the gap in representation of disability is a powerful capability that equips the media industry to act and invest in representative content and disabled talent." – Lauren Appelbaum, SVP Communications and Entertainment & News Media at RespectAbility.

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Setplex have announced TV ISLA will be delivering their IPTV services in Colombia

TV ISLA will now offer 110 channels via Setplex's OTT platform, which will be initially introduced on the island of San Andrés, before expanding throughout Colombia. Setplex will also be growing its partnership with NPAW to integrate video intelligence analytics in this deployment.

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JPIX, Cisco and Qwilt combine forces to improve Japan's live streaming, VOD and media applications.

JPIX, one of the largest internet exchanges in Japan, will be improving the quality of their streaming media by deploying Qwilt's content delivery solutions, running on Cisco's edge infrastructure.

"By partnering with Cisco and Qwilt, JPIX gains access to the powerful benefits of open caching technology, allowing them to deliver a new level of quality to consumers throughout the country." – Alon Maor, CEO, Qwilt.

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Verimatrix Launches VCAS Monitoring in the Cloud.

Verimatrix has announced the availability of its newest cloud-based content protection monitoring capabilities through its Video Content Authority System (VCAS).

"As one of the industry's most trusted and long-serving video content security solution providers, Verimatrix is pleased to provide added value for our current and future VCAS customers who look to us for unrivalled user experiences as well as proven revenue protection for movies, live sports, and other high-value entertainment," said Andrew Bear, VP of VCAS Business at Verimatrix.

This latest addition to the solution uses cloud-based technologies that offer access to the latest subscriber experiences and trends including information on the total rate of key requests made for OTT content, the latency of key requests and the total number of VOD and DTV requests per minute.

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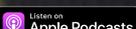
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TV4Planet Partners With Alpha Networks to Launch an OTT Platform for the Ecological Transition.

TV4Planet has announced a partnership with Alpha Networks to launch a new OTT platform to aid the acceleration of the ecological transition.

Users of the platform will have access to a range of both environmental content and feel-good shows, free of charge, to help spread awareness of environmental issues.

The platform will be powered by Alpha Networks Tucano Video Software and will be hosted in the cloud. The partnership is expected to deliver a smooth user experience and benefit from the modularity the Tucano software will bring.

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Jean-Marc Racine has Been Appointed Chief Product Officer for Haivision

Haivision, a provider of video networking solutions, has announced the appointment of Jean-Marc Racine as Chief Product Officer. Due to start January 2nd, 2023 Jean-Marc Racine stated "I am delighted to join a fantastic leadership team as Haivision opens a new chapter, and work closely with our customers to create solutions that benefit their transformation"

A huge congratulations from us here at neuco! We wish you all the best in your new position and look forward to the innovation that may come from it.

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Grabby's Latest Report Signals the Way UK Viewers Watch Sport is 'nearing a tipping point'

Grabby, a leading cloud-based video platform company has released its latest report on sports media consumption. The report found that increasingly, sports fans are choosing to watch content using streaming services on their smartphones over traditional TV.

According to the report, watching on smartphones has increased by 37% since 2021 with only 22% of consumers using traditional TV services in 2022.

It is so interesting to consumers shift away from using traditional TV services to watch sports content towards increased use of a smartphone. But it is also exciting as it suggests that streaming this content has become more accessible to users on any device through industry innovation.

[Read article](#)

Several Media Companies have Been Recognised on the 'A List 2022' by the Global Environmental Non-profit CDP.

CDP has released their 'A List' for 2022, to highlight companies leading the way in 'environmental transparency and performance on climate change'. Amongst those recognised were AT+T, Atos, ITV, CapGemini, Accenture, Cisco, Ericsson, Telefonica, Vodafone, Sony, Tech Mahindra, Telstra and many more.

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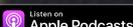
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