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Content & Media Snapshot

INDUSTRY INSIGHTS - FEBRUARY 2024

Media Industry Whirlwind: Mergers, Reshaping Technology, and New Leadership

In February 2024, the media industry witnessed a flurry of activities as major players made significant moves to live up to their promises.

The Live Broadcast Solutions segment saw some major developments, with EMG and Gravity Media finalizing their merger, bringing together two big players.

On the Ad Tech front, Brightcove was not far behind, expanding its services and making remarkable strides in reshaping advertising technology.

Additionally, DAZN and the NEP group appointed new leadership, signalling a strategic shift in their organizational direction.

Featured Companies

Amagi	Agile Content	Brightcove
ShowHeroes	NAGRAVISION	Google
Plex	NEP	European Broadcasting Union
castLabs	DAZN	
Synamedia	Accedo	
Alcom	New Relic	

Fancy a listen?



In this issue:

Plex collaborates with castLabs and Synamedia to strengthen its TVOD service.

Lise Heidal assumes the role of President for NEP Europe.

Amagi Partners with ShowHeroes to Expand CTV Reach Across Key European Markets

Amagi has announced a new partnership with ShowHeroes to expand its reach in key European markets.

The collaboration will see Amagi's ADS PLUS, a premium CTV advertising marketplace, team up with ShowHeroes' innovative solutions to ensure brand safety and user data protection.

Through this partnership, Amagi aims to strengthen its footprint in Germany, Spain, France, and the UK, while also driving over a billion ad impressions globally. The alliance underscores both companies' commitment to innovation and elevating advertising standards.

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Plex Teams Up with castLabs and Synamedia to Fortify TVOD Service

The streaming platform Plex has collaborated with castLabs and Synamedia to enhance its TVOD service, Plex Rentals.

The integration of castLabs' DRMtoday and Synamedia's ContentArmor watermarking solution ensures that Plex meets the strict content protection requirements of content owners for on-demand and FAST content security.

Shawn Eldridge, Plex's VP of Business Development, emphasized the importance of content rights and expressed his excitement about the partnership. This collaboration highlights castLabs and Synamedia's commitment to providing secure streaming experiences to their partners such as Plex.

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Ålcom and Agile Content Forge Partnership to Enhance Nordic TV Services

Finnish telecom company Ålcom has teamed up with Spanish streaming solutions provider Agile Content to enhance TV services across the Nordic region.

The strategic partnership aims to leverage Ålcom's broad customer base and Agile Content's expertise to deliver efficient and scalable TV solutions.

With over 100 years of combined experience, the two companies plan to utilize the Agile TV Platform and Ålcom's established channels to strengthen their competitive edge in the market. Congratulations to both on this partnership!

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NAGRAVISION and European Broadcasting Union Unveil 'Eurovision Sport'

NAGRAVISION and the European Broadcasting Union have launched "Eurovision Sport," a free global sports streaming service with user-friendly navigation and minute-by-minute rights management.

With Nagra Sport managing quality content delivery, the service is supported by ads and sponsorships and prioritises accessibility for all viewers.

The platform integrates Eurovox for live commentary translation and is available on mobile and Connected TVs. The launch of this new service is expected to revolutionise sports streaming and make it accessible to a wider audience!

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Lise Heidal appointed as President of NEP Europe

The NEP Group has announced the appointment of Lise Heidal as President of NEP Europe for NEP Broadcast Services. In her new role, effective from April 1st, Heidal will be responsible for setting the strategy, priorities, and focus areas for the company's broadcast services businesses across nine countries in Northern, Central, and Southern Europe, as well as in the UK and Ireland.

The new European leadership team also includes Christer Pålsson as Chief Commercial Officer and Tex Teixeira as President for NEP Nordics, Central, and Southern Europe.

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DAZN Appoint Brice Daumin as CEO of its French and Swiss Operations

Continuing the organisation's commitment to the French market after its launch in August of 2023, Dazn has appointed Brice Daumin as CEO of its French and Swiss operations. Bringing over 25 years of experience within the French media and telecoms industries, Daumin will oversee the growth strategy within the region, collaborating with prominent telco operators to ensure the accessibility of DAZN's content to consumers. Commenting on his new role, Brice stated "The opportunities for further growth in France are clear, especially when you look at the expanding range of sports entertainment products DAZN is creating – e-commerce, ticketing, social experiences and gaming. The French sports fan is ready for a new experience, one that DAZN will deliver."

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
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Accedo and New Relic Partner for New Data Solution

Accedo has teamed up with New Relic, the all-in-one observability platform, to launch a data insights offering for OTT video service providers. The Accedo solution provides real-time monitoring and advanced analytics to help providers examine key components of their infrastructure and optimize their services, while New Relic's observability platform offers insights into key metrics. The combined solution aims to ensure service health, find and fix issues faster, focus on service continuity and performance, and drive end-user engagement and loyalty. Additionally by facilitating a reduction in the overconsumption of computing, CDN, and other resources.

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Brightcove expands its ad monetization offerings through collaboration with Google Ad Manager.

Brightcove has announced a strategic partnership with Google Ad Manager to enhance its Ad Monetization service. The collaboration will allow Brightcove's current and future customers to leverage Google Ad Manager's comprehensive digital advertising sales platform for their digital ad operations. This partnership reflects Brightcove's commitment to delivering the best streaming solutions to its customers to power their video content, reach wider audiences, and maximize ad revenue. The integration provides additional simplicity for media companies, publishers, and advertisers looking to flow ad dollars from traditional outlets toward OTT streaming services and CTV devices.

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