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INDUSTRY INSIGHTS - MARCH 2024

Innovation and Partnerships: The Countdown to the NAB Show Begins!

March has witnessed a plethora of industry advancements, partnerships and appointments.

These come with the exciting backdrop of the NAB Show around the corner, promising to showcase the frontiers of technology within the broadcast and media sector, and even celebrating key milestones as Ross Video will celebrate their 50th anniversary by showcasing their latest innovation.

These exciting changes in innovation have already been displayed by the likes of Imagine Communications and Aterme, who will be demonstrating their innovative solutions on the floor.

Are you heading to NAB 2024? If so, make sure to reach out to meet with our team, we can't wait to see you there!

Featured Companies

- | | |
|---------------|------------------------|
| Aterme | Dalet |
| Telia | Veritone |
| Synamedia | Accedo |
| EMG | Imagine Communications |
| Gravity Media | RIEDEL communications |
| BT Group | |
| Broadpeak | |

Fancy a listen?



In this issue:

Imagine announces ground-breaking Aviator Automation ahead of the NAB Show 2024

EMG and Gravity Media continue making key appointments following merger

Ateme implements specialised TITAN Encoders for Apple Vision Pro

Ateme has recently released specialised TITAN encoders for the Apple Vision Pro, revolutionising the immersive experience by employing Gen 7 compression for Spatial Computing via MV-HEVC.

This advancement enables stereoscopic 3D content delivery, immersing viewers in lifelike virtual scenes with 3D video and immersive audio. Ateme's expertise in multi-layer HEVC ensures seamless compatibility and exceptional quality.

Anais Painchault, VP at Ateme, highlights the breakthrough, emphasising their role in pioneering Spatial Computing. They will be showcasing their 3D content at NAB Show 2024, so make sure not to miss it!

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Telia embraces Synamedia's technology by drastically reducing cloud expenses for DVR services

Telia Norway has partnered with Synamedia, achieving up to 95% reduction in cloud costs for DVR services. Synamedia's technology will transform cloud video transmission by slashing expenses for Time-Shift TV and cloud DVR.

Telia has implemented Synamedia's solutions by utilising a hybrid cloud model, enhancing control for over 200 channels and revolutionising their DVR services.

Telia's Stein Ivar Nilsen praises the collaboration's innovative approach, whilst Synamedia's VP Elke Hungenaert highlights the breakthrough, anticipating widespread adoption and substantial cost savings across operators in 2024.

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Imagine introduces Aviator Automation, facilitating management of on-prem and cloud systems

Imagine Communications will be launching Aviator Automation at the 2024 NAB Show, to revolutionise channel origination with a converged on-prem and cloud solution.

Aviator Automation offers unified control for playout and live integration across linear and connected TV channels. This will ensure operational continuity through flexible deployment options and will support sophisticated redundancy solutions.

Brendon Mills, GM at Imagine, highlights its adaptability to evolving needs, providing the lowest total cost of ownership and the most flexible path to implementation.

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Riedel introduces RefCam in the German Bundesliga

Riedel Communications have pioneered RefCam in a Bundesliga match, offering viewers a unique perspective of elite football with the aim to enhance transparency in officiating.

Featuring a lightweight head-mounted camera, it offers live and record-only versions. Footage was featured in a Deutsche Football League (DFL) Digital Sports program, showcasing its potential for sports broadcasting.

Riedel worked alongside the International Football Association Board, leagues, and clubs to gain approval, and will continue to optimise their innovative RefCam. Congratulations to Riedel on being the frontrunners in this innovation!

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EMG & Gravity Media Name Scott Kinlyside Managing Director for Australian Operations

Following their recent merger, EMG and Gravity Media have appointed Scott Kinlyside as Managing Director for Australia, who brings 30 years of industry experience to oversee strategic, operational, and financial developments.

Kinlyside will be joined by other key appointments focusing on growth and innovation, including Warwick Lynch as Chief Financial Officer and Stéphane Vermersch as Chief Transmofration and M&A Officer.

With extensive involvement in diverse projects, Gravity Media Australia boasts significant broadcast technology and production partnerships across major sports and entertainment events, promising continued excellence and growth.

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BT Group and Broadpeak Pioneer MAUD Solution for Enhanced Live Video Streaming

BT Group and Broadpeak have collaborated on Multicast-Assisted Unicast Delivery (MAUD) solution for live video streaming, integrating Broadpeak's nanoCDN multicast ABR (mABR), signifying a significant advancement in live video delivery over the internet.

MAUD will optimise video streaming experiences, leveraging BT Group's network infrastructure and Broadpeak's proven technology. It will reduce bandwidth usage by up to 50%, improving energy efficiency, and enhancing quality of experience without modifying customer applications. Congratulations to both on this partnership!

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Dalet and Veritone Join Forces

Dalet and Veritone have announced a technology partnership integrating Dalet Flex media workflow ecosystem with Veritone's AI-powered Digital Media Hub (DMH) to revolutionise media workflow and monetisation.

This collaboration will streamline content creation, production, curation, and distribution, enabling media organizations to monetize digital media archives effectively. Key features include a cloud-native ecosystem for managing and monetising content, advanced metadata management, and customizable B2B portals.

For those of you attending, the integration will be showcased at the NAB Show, where you will be able to witness a demonstration.

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Accedo Launches OTT Video Managed Services

Accedo has introduced a specialized OTT Video Managed Services offering to simplify operations for video service providers.

This comprehensive solution manages the entire video ecosystem, including technology, personnel, and processes, aiming to reduce complexity and risk. Leveraging their extensive experience and network of partners, Accedo focuses on user experience and innovation.

This Managed Service enables providers to optimize efficiency, manage multiple vendors, and adapt to evolving technologies, allowing them to concentrate on core activities like content acquisition and distribution.

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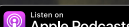
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