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Content & Media Snapshot

INDUSTRY INSIGHTS - APRIL 2024

NAB 2024 Witnesses Key New Appointments and Partnerships for the Future of Broadcasting

Following the success of NAB 2024, many companies had the opportunity to showcase their products and announce exciting partnerships.

Key appointments at both Agile Content and Dalet were recently announced, with both organisations welcoming new additions to their C-Level suite. In similar new developments, LiveU and TAG Video Systems announced a new partnership to enhance live news and sports broadcasting.

Congratulations to all on their new appointments and partnerships throughout the industry!

Featured Companies

- | | |
|-------------------|-----------------------|
| TAG Video Systems | Agile Content |
| LiveU | Ateme |
| Telestream | Amagi |
| NVIDIA | Argoid AI |
| Quickplay | RIEDEL communications |
| Globant | |
| Dalet | |

Fancy a listen?



In this issue:

[TAG and LiveU unite to enhance the landscape of live news](#)

[Agile Content names Koldo Unanue as their new CEO](#)

TAG Video Systems and LiveU Join Forces to Elevate Live News and Sports Broadcasting!

TAG partners with LiveU, enhancing live news and sports broadcasting by ensuring exceptional video quality and reliability.

This collaboration integrates TAG's real-time media performance solutions with LiveU's live video transmission feeds, providing broadcasters with proactive issue identification and optimised transmission over challenging networks.

The integration simplifies workflows, ensuring flawless live productions and viewer trust as the partnership offers a powerful solution for monitoring and optimizing every type of feed, reducing complexity for live news and sports professionals!

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Quickplay and Globant Revolutionise OTT Media Engagement with 'Media Archive AI'

Quickplay and Globant collaborate to enhance OTT providers' media engagement and monetisation. Their "Media Archive AI" solution, powered by Google Cloud, employs advanced machine learning to integrate historical footage into live and on-demand content seamlessly.

Addressing the need for increased digital asset availability, the collaboration focuses on AI-driven asset consolidation, migration, and management. Globant's strategic consulting and Quickplay's cloud-native platform aim to deepen customer relationships and offer innovative content, meeting the evolving demands of media and entertainment industries.

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Telestream and NVIDIA Revolutionise Media Production with Cloud-Native Video Monitoring Solution

Telestream collaborates with NVIDIA to introduce cloud-native video monitoring for high-quality content in media production.

With live broadcasts' complexity and scalability demands, traditional monitoring solutions have been struggling to keep up. Telestream integrates NVIDIA Holoscan for Media into its INSPECT platform, using GPU acceleration and AI to detect and resolve issues in real time, ensuring that content meets quality and compliance standards!

This collaboration marks a step forward in efficient, high-quality content processing, meeting viewers' increasing expectations as key benefits include faster processing, AI-driven anomaly detection, and seamless integration into IP workflows.

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Dalet Welcomes Santiago Solanas as CEO

Dalet appoints Santiago Solanas as CEO, leveraging his 30-year experience in leading tech firms like Cisco and Microsoft.

Formerly CEO of Grupo Primavera, Santiago drove successful acquisitions and growth, aligning with Dalet's vision. Dalet aims to maintain its industry leadership with cloud-native and AI solutions as Santiago prioritises innovation, customer success, and inclusive leadership.

Former CEO Carl Farrell transitions to the Board, ensuring continuity. With Santiago at the helm, Dalet looks forward to continued success for customers, employees, and stakeholders. Congratulations to Solanas on his new appointment!

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Ateme Earns the 2024 Google Cloud Partner of the Year Award

Ateme was awarded with the 2024 Google Cloud Partner of the Year Award in the Industry Solution – Technology: Media & Entertainment category.

Highlighting Ateme's contributions to the Google Cloud ecosystem, this Partnership has enabled joint customers to enhance agility, flexibility, and profitability.

Ateme and Google Cloud collaborate to promote the migration of Ateme solutions to the Google Cloud platform, resulting in increased business opportunities successful deals and aiding efforts to reduce the carbon footprint of their integrated solution by leveraging the Google Cloud Carbon Footprint tool.

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Agile Content appoints Koldo Unanue as its new CEO, Ruben Senor-Megias as CSO and concludes 2023 with an EBITDA of €14.1 million

Koldo Unanue, formerly with MASMOVIL Group and Euskaltel, has been appointed to the position of CEO at Agile Content, marking a significant shift and underlining their dedication to advancing TV platform services.

Ruben Senor-Megias has also been appointed as Agile Content's new CSO after 8 months with the business, adding his strong sales acumen to boost their performance into the new financial year and beyond!

Alongside these leadership changes, Agile Content has also achieved noteworthy financial milestones in 2023 as they ended their financial year this month with a 21.7% rise in EBITDA.

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Riedel Introduces Bolero Connect for Seamless Integration with PunQtum

Riedel introduces Bolero Connect, a groundbreaking feature linking its Bolero wireless intercom system with punQtum's digital partyline.

This integration streamlines communication at large events, eliminating the need for extra equipment and enhancing workflow efficiency. Bolero Connect seamlessly integrates six partyline channels, simplifies channel naming, and supports features like show relay and announce to PA.

Users of punQtum's Q210 P speaker station can access Bolero Connect for free, while Bolero users can enable the feature by downloading a punQtum license, promising seamless communication with improved audio quality.

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Amagi Partners with Argoid AI to Propel AI-Driven TV Program Scheduling Automation

Amagi partners with Argoid AI to integrate AI-driven scheduling into its Amagi Planner product for FAST channel programmers. By leveraging Argoid AI's expertise, Amagi aims to optimize content scheduling based on viewership and social trends, enhancing viewer engagement.

Baskar Subramanian, CEO of Amagi, emphasises innovation in TV scheduling, while Gokul Muralidharan, CEO of Argoid AI, highlights the goal of creating a more engaging viewing experience.

The collaboration prioritizes a balance between automation and creative control, addressing industry concerns about scheduling efficiency and the scarcity of skilled TV schedulers.

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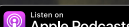
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