

Content & Media Industry Snapshot

Kicking Off March with February's Groundbreaking Media Innovations, Partnerships and Strategic Hires!

In this edition, we spotlight February's key media tech developments. OTT streaming innovations and centralized sports production highlighted trends in automation, AI, and cloud solutions. Partnerships like Qvest-ARABSAT demonstrate shifts toward smarter workflows. Industry leaders continue embracing scalable systems as demand grows for high-quality, real-time content across the evolving media landscape.

Featured Articles

Our pick of featured articles from across the industry.



TAG and Witbe Partner to Deliver Comprehensive End-to-End Video Monitoring Solution



Orange Slovakia Picks Appear's X Platform for Centralized VAR Delivery in Football



Featured Episode

The Power of Representation
Krystal Brendel, Vice President of People at Quickplay

Featured companies in this issue:

- | | |
|---------|-----------------|
| NEP | Lawo |
| Qvest | Appear |
| ARABSAT | Orange Slovakia |
| TAG | Liveu |
| Witbe | Orange Belgium |

Companies in Focus - Q1 2025

What companies are we most excited about in the Content & Media industry.

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Featured Articles



TAG and Witbe Join Forces to Provide Complete End-to-End Video Monitoring

TAG and Witbe have partnered to enhance video monitoring and quality assurance across the OTT content delivery chain.

Combining TAG's advanced monitoring with Witbe's Virtual NOC, they provide an end-to-end solution from source to viewer. During the Big Game 2025, they conducted a case study measuring latency, buffering, and stream integrity across platforms.

This collaboration enables real-time monitoring, latency comparison, and quality assessment, helping providers ensure seamless video experiences.

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Orange Slovakia Chooses Appear's X Platform for Centralized VAR Delivery in Football

Appear has been selected by Orange Slovakia to support its new centralized VAR (Video Assisted Referee) operation for the Slovak First Football League.

Appear's X Platform will manage the delivery of VAR feeds from the stadium to the central Video Operations Room, ensuring precise timing and synchronization between cameras, the referee's screen, and the VOR.

This partnership enhances Orange Slovakia's live sports coverage and ensures timely, accurate officiating. The technology, supported by Sunteq, offers scalability and an upgrade path for future improvements in sports content delivery!

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Industry News

NEP Europe Reshapes Organizational Structure with New Leadership Appointments

NEP Europe has reorganized into three clusters: Nordics, Mid/South Europe, and UK/Netherlands/Ireland under Viitanen, Swinnen, and van Westerloo. This “One Europe” strategy aims to improve collaboration, efficiency, project delivery, operations, customer engagement, and employee development.

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Qvest and ARABSAT Partner to Launch Advanced OTT Streaming Platform in MENA Region

Qvest and ARABSAT signed an MOU at FOMEX 2025 to launch an OTT streaming platform for Saudi Arabia. The partnership combines satellite services with cloud expertise, offering AI-powered personalization, flexible monetization, and advanced content management for the MENA region.

[View the article](#) ↗

Oman TV Upgrades Central Theatre with Lawo’s IP Audio for Hybrid Broadcast & Live Events

Oman TV transformed its central theatre into a hybrid space with Lawo’s IP-based audio solutions. The project enables real-time signal sharing with 20 studios through broadcast-grade infrastructure, including a mc²56 MkIII console and A__UHD Core engine.

[View the article](#) ↗

LiveU & Orange Belgium Showcase 5G’s Impact on Live Sports Production

LiveU and Orange Belgium demonstrated 5G potential at the Belgian Judo Open by combining cloud production tools with 5G standalone network. The remote setup featured live streaming and AR, showcasing how 5G transforms broadcasting through flexibility and efficiency.

[View the article](#) ↗

Featured Podcast



The Power of Representation – Episode 38 – Krystal Brendel, Vice President of People at Quickplay

Discover the importance of authentic representation and truly inclusive and diverse teams in this episode with Krystal Brendel, the Vice President of People at Quickplay.

Krystal shared her experiences as a Black woman in the content industry, touching on topics like mentorship, continuous learning and authentic leadership as she shared her vision for a more diverse and inclusive future.

 [Listen on Spotify](#)

Passionate about Media, Streaming & Content Tech?

We feature conversations with industry experts in the Content & Media sector, including C-suite executives, thought leaders and innovators from global organisations.

From exploring AI in media, discussing the rise of VR and XR in content consumption, or addressing the importance of representation and diversity in the workplace, The Content & Media Matters Podcast delivers insights that matter to industry professionals.

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