

# Content & Media Industry Snapshot

## March Madness: Key Trends and Innovations Front and center for NAB!

As spring arrives, the industry buzzes with excitement for NAB! March has seen a flurry of announcements as global companies travelled to Las Vegas to showcase advancements in AI, Remote Production, and Sports Streaming, which are driving media innovation forwards.

### Featured Articles

Our pick of featured articles from across the industry.



### LiveU and Nettorium Revolutionise Broadcast with New Technology



### Crestron Enhances Visual AI Capabilities with New Tools



### Featured Episode

Superhero DNA: What It Takes to Succeed in Media Technology  
Bob Boster, President at Clear-Com

### Featured companies in this issue:

- |                |               |
|----------------|---------------|
| Crestron       | Synamedia     |
| LiveU          | Ateliere      |
| Nettorium      | Genius Sports |
| ProSiebenSat.1 | Bayes Esports |
| NEP Group      | GRID          |

### Companies in Focus - Q1 2025

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

[View the report ↗](#)



# Featured Articles



## LiveU and Netorium Revolutionise Broadcast with New Technology

LiveU has partnered with Netorium to boost broadcast capabilities for ProSiebenSat.1, moving beyond traditional satellite news gathering (SNG) trucks. The collaboration delivers high-quality live video with reduced latency and improved reliability, offering greater flexibility and cost-efficiency for broadcasters.

Their joint solution enables seamless connectivity in varied environments and supports remote production, reducing the need for extensive on-site infrastructure.

This approach marks a shift in live media workflows, meeting growing demand for real-time content and positioning LiveU and Netorium as leaders in modern broadcast innovation.

[View the article ↗](#)



## Crestron Enhances Visual AI Capabilities with New Tools

Crestron has introduced a suite of new Visual AI features designed to enhance the user experience in modern tech environments. These tools harness advanced artificial intelligence to streamline content creation and improve accessibility, all while integrating seamlessly with existing systems.

The latest updates include sophisticated image processing capabilities, enabling smarter content delivery and improved audience engagement. Users will also benefit from increased automation in meeting spaces, with visual content adapting to individual preferences.

With these innovations, Crestron reinforces its leadership in visual technology, offering AI-driven solutions that elevate media presentations across sectors.

[View the article ↗](#)

# Industry News

## NEP Group Announces Leadership Changes Ahead of Super Bowl LIX

NEP Group's recent announcement reveals leadership changes in NEP Europe and features insights from CTOs. The article highlights key developments and their impact on the company's strategy for the upcoming Super Bowl LIX.

[View the article ↗](#)

## Synamedia Unveils CDN Switching Tool for Better Management

Synamedia has launched a standards-based tool aimed at enhancing multi-CDN management. This innovative solution enables broadcasters and content providers to switch between CDN services more efficiently, optimising performance and user experience.

[View the article ↗](#)

## Ateliere Connect AI Transforms Media Supply Chain Dynamics

Ateliere introduces Connect AI to revolutionise the media supply chain into a profit-centric model. This advancement was showcased at NAB Show 2025, highlighting significant efficiencies and new revenue opportunities for content and media enterprises.

[View the article ↗](#)

## Genius Sports Forms Partnerships to Enhance Esports Offerings


Genius Sports has established content partnerships with Bayes Esports and GRID. This collaboration aims to create a comprehensive esports offering, enhancing content delivery and analytics across various platforms within the esports industry.

[View the article ↗](#)



# Featured Podcast



 Listen on Spotify

## Superhero DNA: What It Takes to Succeed in Media Technology – Episode 39 – Bob Boster, President at Clear-Com

Throughout the episode, Bob shares his remarkable 18-year journey at Clear-Com, from his early experiences as an 8-year-old theater kid using Clear-Com belt packs to leading a company whose technology reaches nearly 70% of the world’s population. He discusses the critical importance of finding team members willing to go above and beyond—jumping on planes to solve customer problems and tackling unique challenges across diverse industries.

## 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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