

Content & Media Industry Snapshot

Pioneering Progress Across Streaming, Sports, and Cloud Workflows

August brought exciting transformations across the Content & Media sector. From Evertz's cloud-native innovations to Deltatre's acquisition by Endeavor Streaming, the industry continues to redefine how content is created, delivered, and consumed. Also in the spotlight are updates in live production, investment moves, and strategic partnerships shaping the media tech future.

Featured Articles

Our pick of featured articles from across the industry.



Evertz Launches Cloud-Centric Live Workflows



Riedel Revamps Simplylive Suite



Featured Episode

Changing Priorities Around AI
Till Sudworth, CMO and Head
of BU Video at NPAW

Featured companies in this issue:

Evertz

Deltatre

Riedel

Endeavor Streaming

ATEME

Genius Sports

castLabs

Signiant

Companies in Focus - Q3

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

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Featured Articles



Evertz Launches Cloud-Centric Live Workflows

Evertz has unveiled its new evertz.io-XChange platform, designed to enhance live media workflows in the cloud.

This innovation promises greater flexibility and scalability for broadcasters managing live events, empowering users with tools to support dynamic playout, transformation, and OTT delivery at scale.

The platform marks a major step forward in supporting next-generation cloud-based broadcast ecosystems.

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Riedel Revamps Simplylive Suite

Refreshing its Simplylive production suite, Riedel has improved usability and performance for live broadcast environments.

The update includes user interface enhancements and deeper integration with the company's ecosystem, aiming to streamline production for sports, entertainment, and live events.

This revamp strengthens Riedel's commitment to intuitive, flexible live production solutions.

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Industry News

ATEME & castLabs Enable Secure IPTV/OTT Headend

A European operator is leveraging a joint solution from ATEME and castLabs to launch a secure, cost-effective headend for IPTV and OTT services. The deployment ensures robust content protection and efficient video delivery.

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Deltatre Announces Acquisition of Endeavor Streaming

Deltatre has confirmed its acquisition of Endeavor Streaming, forming a new, independent entity under Bruin Capital. This strategic consolidation creates a leading force in video technology, bringing together extensive streaming and media capabilities to better serve sports, media, and entertainment clients globally.

[View the article ↗](#)

Genius Sports Posts Record Revenue and EBITDA

Genius Sports reported a 24% year-on-year growth in group revenue, along with record adjusted EBITDA. The company also raised its full-year guidance, driven by strong demand in sports data and fan engagement solutions.

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Signiant Receives Growth Investment from Battery Ventures

Media software firm Signiant has secured a majority growth investment from Battery Ventures. The funding will support product development and global expansion efforts, enhancing its file transfer and media workflow technologies.

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Featured Podcast



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
Changing Priorities Around AI – Episode 35 – Till Sudworth, CMO and Head of BU Video at NPAW

Discover the importance of empathy in leadership in this conversation with Till Sudworth, the CMO and Head of BU Video at NPAW. We also discussed his insights from the recent IBC event, as well as his predictions for AI's impact on the wider content and media industry. Tune in to hear more about the shifting talent landscape and the developing opportunities in the sector.

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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