

Content & Media Industry Snapshot

Smart Streaming Moves: AI, Multi-CDN & Live Production Breakthroughs

In September crowds swarmed to Amsterdam for one of the year's most anticipated events, IBC. As always, the show put cutting-edge tech centre stage, from quantum leaps in live field gear to edge-native streaming demonstrations. With CDN ecosystems expanding and live production partnerships shaking up the sports world, it's a month that redefines what's possible.

Featured Articles

Our pick of featured articles from across the industry.



Zixi and OKAST Partner for Global FAST Channel Delivery



Wowza to Demonstrate Edge-Powered Streaming on Nvidia Jetson Orin Nano at IBC 2025



Featured Episode

Protecting Content & Media
A Conversation with Tim
Pearson, NAGRAVISION

Featured companies in this issue:

Zixi	LiveU
OKAST	Chyron
Wowza	Asport
NVIDIA	Synamedia
Orange	Genius Sports

Companies in Focus - Q3

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

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Featured Articles



Zixi and OKAST Partner for Global FAST Channel Delivery

Zixi and OKAST have teamed up to enable ultra-low latency, linear-channel streaming at scale, integrating Zixi's proven delivery fabric with OKAST's SaaS publishing platform.

The alliance aims to simplify global channel rollouts and support live event streaming across geographies with minimal friction.

With expansion plans targeting APAC and Latin America, OKAST sees Zixi as a strategic enabler for its next phase of growth

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Wowza to Demonstrate Edge-Powered Streaming on Nvidia Jetson Orin Nano at IBC 2025

Wowza is bringing edge compute to the broadcast layer, deploying proof of concept installations for streaming using the Jetson Orin Nano.

The demonstration aims to show how edge devices can handle encoding, packaging, and delivery, shifting workload closer to the viewer and reducing upstream bottlenecks.

"Using compact devices like the Jetson Orin Nano demonstrates how Wowza empowers organizations with unmatched deployment flexibility, enabling streaming solutions to run seamlessly across on-premises, public cloud, or edge platforms," said Michael Phillippi, CTO at Wowza.

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Industry News

LiveU Unveils the LU900Q: A Quantum Leap in Live Transmission

LiveU's new LU900Q field unit integrates AI-driven decisioning (LiveU IQ), advanced eSIM technology, dynamic connection switching, and 5G modems in a rugged backpack design. It supports dual video return, dual intercom, 10-bit HDR encoding, and modular software licensing, making field production smarter and more flexible.

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Chyron & Asport Partner for End-to-End Live Production & Distribution

Chyron has joined forces with Asport to deliver a cloud-native, modular workflow for rights holders. The integrated system marries Chyron's real-time graphics, mixing and AI capabilities with Asport's content management, automated refinements, and multichannel distribution. Their proof-of-concept with Austria's Krone media group is already moving to live deployment.

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Orange & Synamedia Expand Multi-CDN Reach

Orange is embedding its telco-grade CDN into Synamedia's Quortex Switch multi-CDN orchestration platform. This makes it easier for content providers to scale globally, especially across Africa and the Middle East, by dynamically routing streams based on quality metrics and region, without overhauling existing CDN infrastructure.

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Genius Sports Buys Sports Innovation Lab to Expand Fan Data Insight

Genius Sports has acquired Sports Innovation Lab to deepen its fan intelligence capabilities. By combining proprietary league data with the firm's deterministic fan graph, the acquisition strengthens capabilities around sponsorship valuation, ad targeting and holistic fan activation.

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Featured Podcast



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
Protecting Content & Media – A Conversation with Tim Pearson, NAGRAVISION | Ep 40

We sit down with Tim Pearson, Vice President of Global Product Marketing and Strategic Alliances at NAGRAVISION. With over 25 years of experience in media, telecoms, and content protection, Tim shares invaluable insights into the evolution of streaming security and the ongoing battle against digital piracy.

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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