

Content & Media Industry Snapshot

Leadership Moves and AI Breakthroughs in Media Tech

October brought a wave of innovation and strategic leadership changes across the Content & Media industry. From AI-powered workflow transformations to expanding smart TV capabilities and senior hires at top firms, this month's highlights showcase how companies are preparing for a more agile, intelligent, and accessible media future.

Featured Articles

Our pick of featured articles from across the industry.



Strategic Sales Leadership to Drive Lawo's North American



Accedo & FloSports Bring Frictionless Subscriptions to Smart TVs



Featured Episode

Staying Relevant in Content & Media, Chris Pulis, Chief Technology Officer at Globecast

Featured companies in this issue:

Lawo

Dalet

Accedo

Riedel

FloSports

Zixi

Globecast

Heartland Video Systems

Genius Sports

Companies in Focus - Q3

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

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Featured Articles



Strategic Sales Leadership to Drive Lawo's North American Growth

With Mike Wright taking on the role of Vice President of Sales for North America, Lawo is doubling down on regional growth and stronger customer alignment.

Wright brings over two decades of leadership across broadcast, SaaS, and media systems, and will oversee the development of commercial strategy and regional expansion.

His appointment reflects the rising demand for agile IP-based broadcast solutions across the US and Canadian markets.

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Accedo & FloSports Bring Frictionless Subscriptions to Smart TVs

Accedo is streamlining access to sports content by enabling direct sign-ups for FloSports on Samsung and Vizio smart TVs.

The integration removes friction from the subscription process, letting users register from their TVs without redirecting to other devices.

It's a smart move that mirrors the OTT industry's drive toward more seamless and native user experiences.

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Industry News

Disney & ESPN Veteran Joins Genius Sports as CFO

Bryan Castellani steps into the role of CFO at Genius Sports, bringing a wealth of experience from Disney, ESPN, and Warner Music. His arrival is expected to support the company's long-term growth strategy and financial performance as it scales operations globally.

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Dalet Showcases AI Media Assistant at IBC 2025

Dalet has launched “Dalia,” an AI-powered media agent that transforms how content workflows are managed. Unveiled at IBC 2025, the tool offers contextual media orchestration, automating everything from metadata tagging to distribution—helping media companies drive efficiency and speed up delivery.

[View the article ↗](#)

Riedel Strengthens Live Production with New Leadership Hire

To advance its strategy in the live production space, Riedel has appointed a new Director of Live Production Solutions. This move enhances its focus on scalable, IP-native production tools tailored for sports, entertainment, and broadcast events.

[View the article ↗](#)

Zixi and Heartland Video Systems Expand IP Networking for Broadcasters

A new partnership between Zixi and Heartland Video Systems aims to accelerate IP adoption among broadcasters. Their joint effort offers robust, virtualised video transport infrastructure, ensuring low-latency, high-reliability solutions for live content delivery and hybrid cloud workflows.

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Featured Podcast



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Staying Relevant in Content & Media - Episode 32 - Chris Pulis, Chief Technology Officer at Globecast

Transformation is the key to staying relevant in the content and media industry. Chris Pulis, the Chief Technology Officer at Globecast, joined us to share his advice for other leaders who want to guide their teams to new heights. In this episode, we explored the industry's growing talent issues, including the skills that new hires need to survive in a transforming industry.

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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