



# Media solutions



part of the Orange group

# Media management, your way

Every business is different and this is especially true in the ever-changing world of broadcast.

With this in mind, we have developed a comprehensive set of media services that fit together to solve any media distribution challenge, no matter how big or small.

Our global team of experts works closely with you to understand your exact needs and tailor-make a fully managed solution just for you.

## Reach any audience

Expand your reach and grow your audience by quickly and cost-effectively launching linear and VoD products in new markets, on new platforms and on new devices anywhere in the world.

## Improve profitability

Efficiently monetise new and existing content by creating new channels, localising for new markets or re-purposing for new platforms.

### References

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# Why Globecast

## We have everything you need

We have all the tools you need to navigate and monetise the changing media landscape – innovative media solutions, a robust global network, extensive experience and global team of experts.

## We make it simple

We deliver on a simple promise: give us your content once and we'll prepare and deliver it to any platform, anywhere in the world, quickly and cost-effectively.

## Our solutions are tailored to you

Our services are modular so we can create a solution with your specific needs in mind. Our team of global industry experts are committed to supporting the specific business objectives of each customer.

## We offer more than the cloud

We combine the flexibility, scalability and accessibility of the cloud with the reliability, stability and security of private infrastructure.

# Our media solutions

## Media factory

Our engine behind media management, media factory tracks, prepares, manages and stores content for delivery to any traditional broadcast or OTT platform.

- **Efficiency** – one global workflow enabling content preparation for different regions or delivery platforms.
- **Elasticity** – cloud architecture for throughput flexibility.
- **Security & measurability** – Content is tracked and managed throughout its lifecycle.

## Portal

Globecast portal gives you secure access to information, enables collaboration on inter-organisational workflows and exposes service health and monitoring tools.

- Maximise efficiency and get access to service information when you need it.
- Speed up preparation - all of your partners can see your priorities and work collaboratively to prepare your content.

## Creative & compliance

A wide range of creative, compliance, production and post-production services for broadcasters and content creators.

- Build a strong channel identity with our Creative Services team.
- Ensure your channel meets local regulations.
- Adapt your channel with language versioning and editing.

## Channel localisation

Efficiently adapts an existing channel for a new market or target platform.

- Insert local commercials to increase revenues and get more value from your existing channels.
- Grow and engage your audience with more locally relevant content and channel navigation features.
- Comply with local regulations by covering sensitive content or inserting market specific features such as age rating logos.



# Playout

Give us your content and schedules and we'll do the rest.

- Ensure the highest level of service and consistency with a single point of contact for playout and distribution.
- Our team of playout specialists helps to define and develop the best solution from cloud playout to a fully managed service with rich graphics and live event insertion.

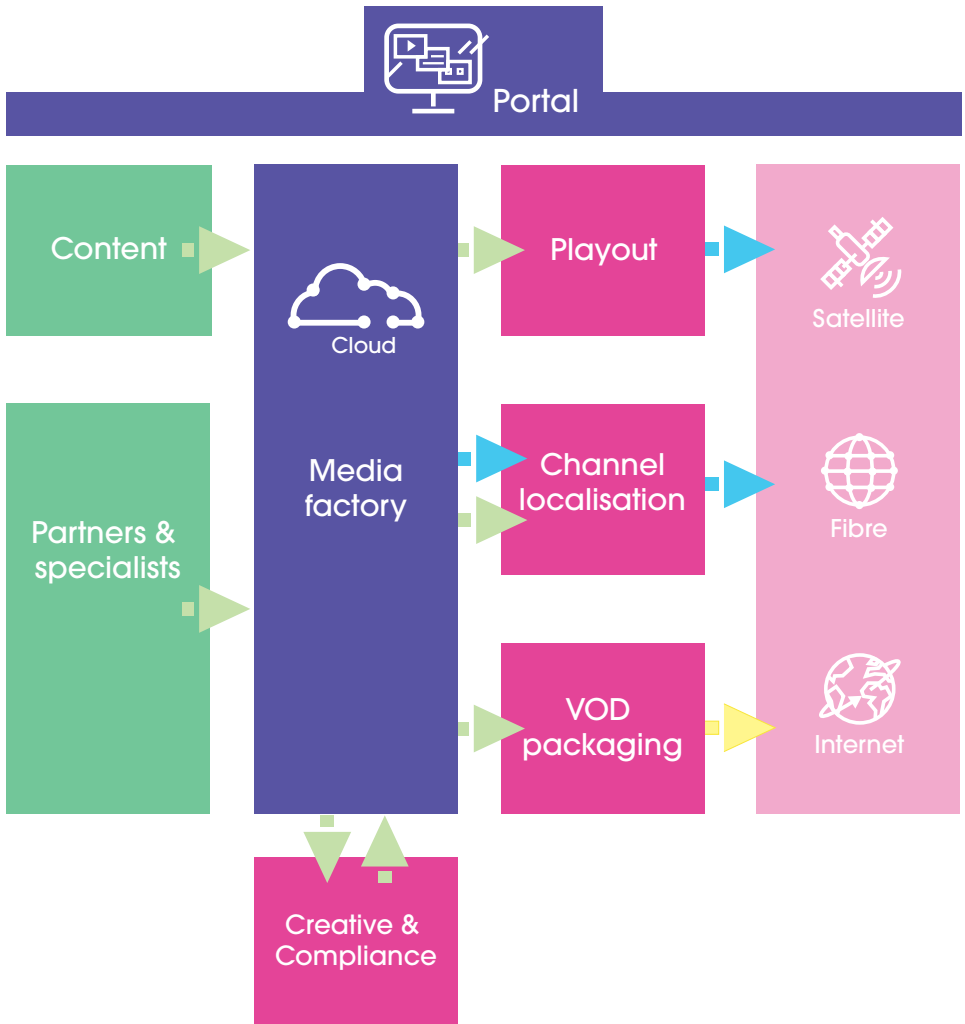
# VoD packaging

A highly optimised process that handles all aspects of VoD content delivery to platform operators.

- Ensure your content is ready for any platform with transcoding and standards conversion as well as metadata, language, graphics, subtitle and promo insertion.
- Reach major VoD platforms quickly and easily through our growing network of affiliates.



# Media solutions overview



■▶ Master Files    ■▶ Linear Feeds    ■▶ VOD Files



For further information, please contact:  
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