



## Globecast Strengthens American Presence with Launch of New Media Centre in LA

**Los Angeles – 24 March 2015** —[Globecast](#) today announced the launch of its new Los Angeles Media Centre, offering broadcasters and content providers a converged workflow to prepare, deliver and playout content to any kind of distribution platform. The new Media Centre compliments established Globecast facilities in London and Singapore, enabling Globecast to offer a truly one-stop-shop for Media Management, Playout, Satellite and OTT distribution globally.

The new facility, which has been upgraded to include Globecast's Media Factory for content logistics and converged workflow, brings broadcast and OTT solutions together under one roof, and leverages Globecast's proven expertise in handling both linear broadcast and on-demand services.

Globecast's Media Factory steps beyond traditional media management, logistics and playout services. It replaces multiple, siloed operations, with a single, efficient process that handles everything from VoD preparation and content formatting through to creative services, quality control and compliance. The Media Factory approach allows Globecast to pass on economies of scale to customers who also benefit from the greater flexibility and the ability to scale up and down as required.

A flexible and scalable workflow enables broadcasters to easily adapt to growing audiences or new delivery platforms without having to make costly infrastructure investments of their own. Globecast has already signed up customers for its newest Media Factory, including equestrian lifestyle channel, Ride TV. Internationally, BBC Worldwide is also a customer.

The LA Media Centre features state-of-the art technology from leading providers to create a fully integrated and efficient broadcast facility with industry-leading redundancy and proactive and predictive fault monitoring.

Globecast's Managing Director in the US, Eddie Ferraro, said, "In this constantly shifting media landscape, cost-efficiency and time to market are key to a successful business model. Broadcasters today have to cover off traditional linear playout as well as VoD and catch-up services across multiple platforms in order to reach their viewers. Our new Media Centre enables them to do exactly this from right here in the heart of LA. Bringing our Media Factory concept to the US will enable us to offer tried and tested approaches from the world of industry to media management and combine it with our unique heritage to deliver effective solutions."

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#### **About Globecast**

Globecast opens up global opportunities in broadcasting by making content distribution and management simple. Part of the Orange group, Globecast delivers tailored content management and delivery solutions to meet the needs of markets all over the world. For channels, Globecast provides media management and playout solutions as well as global content delivery via fibre, satellite, and IP. Through its fleet of SNG vehicles and production partners, the company also provides coverage of news, sports, and special events around the globe. Globecast has capacity on all the world's major broadcast satellites, a three-continent proprietary fibre network and state-of-the-art facilities in the world's biggest media hubs. Finally, Globecast has a content aggregation and distribution team that helps secure distribution on leading Pay TV platforms. Present in Europe, the Americas, the Middle East, Asia, Africa and Australia, Globecast offers simplicity, flexibility, and knowledge to the world's leading broadcasters.

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