



Globecast Highlights OTT Services Offering at TV Connect

TV Connect, London, 28th 2015, Stand 40 — At TV Connect 2015, [Globecast](#) will be highlighting its OTT services and a range of monetisation tools as a first time exhibitor at the show. Globecast will be illustrating how its OTT solutions are provided as both standalone services or as an option within its media management and distribution offering.

As consumers take charge of driving the content consumption landscape, the process of delivering that content has become hugely complex. Providing access via new platforms and devices is now necessary simply to retain existing audiences.

At the same time, OTT is a tremendous opportunity for broadcasters and TV bouquet providers to retain those audiences, test new markets and generate new revenues.

Globecast has used its market and broadcast expertise to develop three key OTT services to ensure high-quality deployment, cost-effectively. These are: content preparation, content management and content delivery for linear channels; on demand content (catch up TV for example); and live events. The first, OTT Live, is for the simulcast delivery of linear channels while OTT VoD makes content catalogues available for streaming to any connected screen. OTT event is a packaged occasional live streaming service for content owners.

Globecast has also developed a range of monetisation tools including payment, subscriber and advertising management and complete analytic options. The company provides either end-to-end or modular solutions, both of which can be easily and quickly deployed, including players and CDN services

Pete Elvidge, Head of Global Media Management at Globecast, said, "As a service provider, our role has evolved beyond supporting linear channels with playout and delivery services. It's all about getting content out in as many formats and for as diverse screens as consumers demand, ensuring it reaches the widest possible audience. We have longstanding expertise in managing and delivering content to different platforms, across different regions, helping customers to localise and monetise their content."

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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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