

IBC 2015 PREVIEW

Stand: 1.A29

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Globecast increases broadcaster's profitability by providing highly efficient media management, distribution, monetisation and contribution solutions. We enable our customers to reach any audience on any platform globally, including OTT, satellite and cable, while only delivering content to Globecast once.

Globecast provides a seamless global service with expertise and operational facilities on the ground in London, Paris, Singapore, Los Angeles, Rome, and Johannesburg, with Media Centers – featuring full media management and playout services - in London, Singapore and Los Angeles. Our global approach allows customers to contract once for a turnkey end to end global solution tailored to support their business objectives.

Globecast at IBC 2015

■ MEDIA SOLUTIONS

Globecast's media solutions are tailored to support the business objectives of each customer whether that's global expansion, increased monetisation, streamlined workflows or greater audience engagement (or a combination of them all). Globecast will have a team of experts on hand throughout the show to help broadcasters find the best solution to support their business needs.

At IBC 2015, Globecast will be demonstrating:

- **Media Factory:** Media Factory is Globecast's cloud approach to handling and preparing content for any kind of distribution. Media Factory breaks down the traditional siloes related to separate content preparation workflows for different distribution approaches or different regions and allows customers to provide content to Globecast once and then deliver to linear playout, OTT and Video on demand platforms. Media Factory allows Globecast's three media centres in London, Singapore and Los Angeles to seamlessly work as a single operation.
- **Localisation & Edge playout:** localisation enables broadcasters to increase revenues and get more value from their existing content and channels by localising them on the edge for different regions or platforms.
- **VoD packaging:** Globecast VOD packaging allows broadcasters to seamlessly deliver VOD content to some of the biggest TV platforms across Europe and Asia. The solution removes the complexity in the broadcaster caused by the different metadata and technical standards required by VOD platforms globally.

- **Creative and compliance services:** Globecast offers an unparalleled range of creative, production and post-production services for broadcasters, content creators and clients with post production needs: from channel branding and graphics, through to regulatory compliance, language versioning, editing and promo creation.

- **OTT**

- **TV Everywhere:** Globecast provides an end-to-end solution for the management and delivery of live and on-demand content. The modular solution allows Globecast experts to work with customers to tailor a solution to support their business objectives including: encoding, origin servers, CDN, application design and analytics.
- **Monetisation:** Globecast provides broadcasters all the tools needed to understand the performance of their multi-screen strategy and monetise their content through subscription and transactional payment options.

- **DELIVERY**

Globecast provides a diverse range of delivery and distribution solutions, covering satellite, PoP reach and Internet connectivity. Broadcasters can reach a variety of content receiving communities (FTA DTH, DTT and DTH, cable, IPTV, OTT Pay TV platforms). The company developed its portfolio of services in the US through a new satellite position: AMC11 which will be used in combination with ground services to support customers from the LA Media Centre at Culver City.