



## GLOBECAST CABSAT 2016 PREVIEW

**Stand no: ZH4-30**

### **Focus for CABSAT 2016**

**Migration to HD:** The transition to HD is something many Globecast customers in the region are currently addressing. With its in-house technical expertise and years of experience in helping broadcasters expand their offering to new formats and platforms, Globecast will be highlighting how it can help customers handle the migration to HD using its global experience. Staff will be able to talk them through its range of solutions. The company will also be showing its playout, regionalisation and disaster recovery services.

**Regionalisation:** Broadcasters in the Middle East are looking for ways to adapt their content in order to reach the widest possible audience across multiple regions. Globecast offers a unique combination of global resources, cutting-edge facilities and expert staff on five continents and can assist Middle East customers with everything from securing long-term rights management to delivering content on multiple pay-TV and free-to-air platforms. Globecast offers scalable playout solutions that help broadcasters reduce their backend costs, providing a wide range of bespoke broadcast management services from its Media Factories in London, Singapore and Los Angeles.