

Preview



NAB 2016 PREVIEW

Booth: SU10706CM – Connected Media

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Globecast

Globecast increases broadcaster's profitability by providing efficient media management, distribution, monetization and contribution solutions. Globecast enable its customers to reach any audience on any platform globally, including OTT, satellite and cable. The company helps our customers optimize their workflows and break down siloes allowing them to deliver content only once for any kind of distribution.

Globecast provides a seamless global service with expertise and operational facilities on the ground in Los Angeles, London, Singapore, Paris, Rome, and Johannesburg, with

Media Centers – featuring full media management and playout services - in Los Angeles, London, and Singapore. Globecast’s global approach allows customers to contract once for a turnkey end to end global solution tailored to support their business objectives.

Globecast at NAB 2016

Globecast is exhibiting in the Connected Media arena at NAB 2016 and will be highlighting its market-leading playout and media management services. Globecast opened its new Media Center in LA in 2015 offering fully managed playout services as well as media preparation and VOD logistics service. It also provides a point of presence for the company’s global coverage.

Media Factory: a global solution

Globecast’s Media Factory leverages the company’s proven expertise in handling both linear and on-demand services through playout and over-the-top solutions. It delivers on the promise to take content from anywhere in the world, process it in any way required, and then deliver it anywhere to any device.

Localization and monetization of content

In competitive media landscape, Globecast understands the business imperatives and the complexity of efficient content monetization on every screen. The company has multiple solutions to help broadcasters achieve this objective: from handling local channel branding through advertising management, compliance work, rights management services, to advanced content selling tools and analytics for all online video services.

Distribution

Late last year Globecast launched a new platform on the AMC-11 satellite. As a result, prospective and current clients can benefit from the most powerful orbital position in the Americas for distribution to cable headends. This is evidenced by the fact that the

satellite already hosts over 70 major Tier-1 American channels. Sports channel Gol TV, a 24/7 network dedicated to soccer and an existing customer, is the first to have taken the opportunity to transition their HD feed onto Globecast's new platform. As well as Gol TV, Globecast has signed additional contracts with companies including Revenue Frontier.

VOD logistics

Globecast makes creating and delivering VOD packages simple, handling the considerable complexities of supplying content that satisfies the complex requirements of each platform. The company assembles VOD content packages with all the relevant metadata, languages, graphics, subtitles and promos in the technical formats demanded by VOD platforms globally. Globecast manages an extensive network of VOD platform affiliates to help its clients distribute VOD content easily.