

The Africa Channel choses Globecast for Media Management, Playout and Distribution

PARIS — 13 June 2015 — [Globecast](#), the global solutions provider for media, has been chosen by [The Africa Channel](#) to provide media management, playout and distribution services for its channel across the US from its Culver City, CA, Media Centre. US-based, The Africa Channel is currently distributed on major US cable platforms.

The Africa Channel is taking advantage of Globecast's Media Centre in Culver City, and the company's Media Factory cloud-based media processing platform, to build and playout its channel. The Africa Channel provides edited content, which is then ingested before Globecast carries out quality control (QC) and ad-insertion.

The Africa Channel is also benefitting from Globecast's ability to streamline its previous distribution model and therefore cost. Globecast has replaced the two former satellite feeds – one SD and one HD – with a single HD feed. The company also managed the sourcing and deployment of the new receivers and worked with cable affiliates who require a SD variant to install new transcoders, allowing them to convert the HD signal to SD before delivery to their viewers.

Ricardo Springer, VP of Operations & Post-Production at The Africa Channel, said, "Globecast has really understood our requirements, and delivered a solution that meets our need to operate efficiently, but continue to serve all our affiliates, whether they transmit in SD and HD. It was also important to have a partner with a combination of technical expertise and local knowledge on the ground."

Eddie Ferraro, Managing Director, The Americas, at Globecast said, "We're very pleased to be working with The Africa Channel. Our LA location and new facility helped position us to win the business. We were also able to clearly demonstrate

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that we are extremely flexible, have a willingness to listen to their needs, and respond in a timely manner, which ultimately led to a large savings for them in OPEX. We are also poised to help grow the service in parallel with The Africa Channel's business objectives, whether this means expanded traditional international satellite coverage, or new second screen distribution solutions such as OTT."

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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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