

## **IBC 2016 PREVIEW**

### **Stand: 1.A29**

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Globecast

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## **Globecast**

Globecast provides agile and seamless content acquisition, management and distribution services globally. The company constantly innovates in an evolving IP-centric environment to provide reliable and secure customer solutions. Globecast has created the number one global hybrid fiber and satellite network for video contribution and distribution. This network enables multiplatform delivery including TV Everywhere OTT, Satellite, cable, Video on demand, CDN delivery as well as cloud-enabled media services. The company remains the trusted partner for coverage and international delivery of news, sports, and special events around the globe.

Customers enjoy a seamless global experience on the ground from 12 interconnected Globecast owned facilities, including Los Angeles, London, Singapore, Paris, Rome, and Johannesburg.

## **New at IBC 2016**

### **Remote production**

Globecast is pioneering a new remote production service, turning the concept of traditional supply of a "ready to broadcast" feed from venues on its head. Content owners will now be able to select from multiple "source feeds" at their own global locations, allowing them to create bespoke programming on their own production systems, and prepare their "ready to broadcast" feeds.

Globecast is now putting in place the technology to provide efficient access to "source feeds" - directly from cameras and elsewhere - to international broadcasters at key Globecast Media Center handover points, with delivery in secure IP format.

### **Video headend**

Television, or more generally video content, is a key enabler for Telcos to reduce churn and attract new customers. But, satisfying consumer appetite for content choice and their expectations of a high quality, uninterrupted service can be challenging and costly. This often requires significant up-front investment – and operational skills can be hard to find.

Globecast has developed a cost-effective multi-tenant video headend solution to allow any Telco, anywhere in the world, to deliver a video service to their subscribers. The solution reduces upfront investments, speeds time to market and maximises quality through provision as a supported, fully managed service.

### **Also presenting**

#### **VOD Logistics**

Following the launch of Globecast VOD Logistics earlier in the year, Globecast has continued to increase its platform delivery reach with the volume of content distributed doubling in the past six months.

Globecast VOD Logistics makes creation and delivery of VOD packages simple, handling the complex and intricate requirements of each VOD platform. The company assembles and delivers 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 and rapidly growing network of VOD platform affiliates, thus ensuring that customers can reach a global audience footprint quickly and efficiently.