

Preview



## GLOBECAST NAB 2017 PREVIEW

**Booth: SU11106CM - Connected Media**

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## Globecast

Part of the Orange Group, 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. [www.globecast.com](http://www.globecast.com) | [LinkedIn](#) | [Twitter](#)

## **Globecast at NAB 2017**

Globecast is exhibiting in the Connected Media arena at NAB 2017 and will be highlighting its market-leading playout and media management services.

### **New at NAB 2017**

#### **NAB debut of Globecast Optim'Net - CDN cost optimization technology**

Even though the CDN price-per-GB is regularly decreasing, CDN costs for media delivery are growing every year as audiences, and therefore demand for content, expand. A second factor is that viewers are watching online content for longer periods of time than ever before. We are also seeing the demand for media quality shifting from very compressed video to SD and to HD, which of course increases CDN traffic. In order to optimize costs related to content delivery, Globecast is launching its Optim'Net solution, proving that peer-assisted media delivery is ready for prime time. This CDN off-loading service – which integrates seamlessly with any CDN vendor – relies on the audience watching the content to participate in the delivery to other viewers. Extra benefits include improved network performance and better user experience, especially a reduced start time for media playback.

#### **Disaster Recovery Playout Services**

For the first time at NAB, Globecast is highlighting its recently launched Disaster Recovery Playout Services. Globecast's Culver City Media Center is strategically located in the heart of the media and entertainment capital of the world -- Los

Angeles, CA. For broadcasters, networks and studios requiring geographic proximity to Southern California or requiring access to the important LA market, Globecast provides infrastructure, personnel and expertise to manage low-cost disaster recovery feeds for primary networks. It also provides cost-effective new service launches to minimize risk and capital investment.

## **Also on show**

### **VOD logistics**

Following the launch of Globecast VOD Logistics last year, the company has continued to increase its platform delivery reach with the volume of content distributed doubling last year. 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.

### **Globecast 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. We deliver 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.

### **Also highlighted**

Globecast will also be discussing its **Content Localization and Monetization** solutions to allow monetization on every screen with the company having a suite of services to help

broadcasters achieve this objective. It's **Contribution Services** will also be highlighted, with Globecast providing a one-stop shop to deliver content anywhere in the world, regardless of the size or scope of the news or sports event. Globecast will also discuss its position at the forefront of global **Distribution Services**. Regardless of the distribution market(s) required, Globecast has a solution readily available with minimal lead time.

*If you require a higher resolution image than the one attached please let us know.*