



Globecast, Harmonic and VIVE partner to demo new UHD-HDR OTT platform at NAB

New service uses TV makers' apps to bring premium linear UHD-HDR content to consumers

NAB, Las Vegas, xx April 2017 — [Globecast](#), the global solutions provider for media, is partnering with [Harmonic](#) (NASDAQ: HLIT), the worldwide leader in video delivery infrastructure, and the [VIVE Lifestyle Network](#) on the development of a linear, ultra-high-definition (UHD) high dynamic range (HDR) OTT connected TV platform service that will be demonstrated on the Globecast stand (**SU11106CM**) and Harmonic stand (**SU1210**) at the 2017 NAB Show.

Accessible through VIVE's branded app available in television manufacturers' app ecosystems, this new service brings compelling UHD-HDR linear streaming content to consumers who have purchased UHD TV sets as well as those with devices that aren't UHD or HDR compatible.

While UHD-HDR television sets have been available for some time, there have been challenges in content availability and the ability to deliver such content to consumers due to distribution limitations. This demonstration will show that an emerging OTT platform can make UHD-HDR content readily available to consumers in the near term.

For the demo, Globecast will manage the reception of the content, content QC (quality control), ingest of the content and management/monitoring of the operation of the platform and output to applicable CDNs to make the platforms available on the consumer UHD television sets. Harmonic is providing a comprehensive array of solutions that store, transcode, play out, encode and

package the content into the various OTT profiles required for distribution. The workflow includes Harmonic's Spectrum™ X media server system, Harmonic MediaGrid shared storage system, Electra™ VS compression platform, ProMedia® Xpress high-performance transcoder, and ProMedia X Origin multiscreen media server. The VIVE Lifestyle Network will provide the actual content. VIVE is a UHD, 24/7 linear TV network available globally that offers lifestyle series and programs. The flexibility of the platform will enable live, VOD and catch-up TV services to be supported in the future.

Unique to the market, the scalability of the platform will allow other producers and broadcasters to develop content and make it immediately available to consumers via the VIVE app without separate distribution agreements or extensive technology investments on the ground.

Eddie Ferraro, Managing Director, Globecast Americas, commented, "We're delighted to be working with such capable and trusted partners like Harmonic and VIVE on this groundbreaking venture. It is the first commercially available OTT platform that's specifically designed for HDR UHD content, and we see it as a quantum leap in content delivery. Consumers who have purchased UHD televisions and OTT streaming devices will now have access to a more dynamic mix of UHD entertainment all in one place."

For its role in this project, Globecast serves as a single point for content owners that want a distribution platform for their content without having to manage the infrastructure and operations side.

Thierry Fautier, VP, Video Strategy, at Harmonic commented, "Between Harmonic's market-leading playout and compression technologies, along with a rich history of helping operators deliver crystal-clear video over any network to any screen at low bit rates, it's fitting that we were chosen power the entire OTT

video delivery platform for Globecast, as well as enable ground-breaking UHD-HDR services from VIVE.”

“Since its inception, VIVE’s mission has been to fill the void in the market by providing viewers a linear entertainment everywhere destination and content creators an innovative, democratic platform whereby to distribute and monetize their episodic entertainment,” says John Jacamar, VIVE Lifestyle Network Director. “At the end of the day, it is about providing an unprecedented, unrivaled premium service.”

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About 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 | [LinkedIn](#) | [Twitter](#)

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