

IBC 2017 PREVIEW

Stand: 1.A29

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Globecast

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Globecast

Globecast helps customers to manage their content and make it available wherever required, by anyone required. The company provides agile and seamless content acquisition, management and distribution services globally, constantly innovating and investing in new technologies to create customer-centric new services. Globecast has created the number one global hybrid fibre and satellite network for video contribution and distribution. It delivers any type of video service including: TV Everywhere OTT, satellite, cable, video-on-demand and CDN delivery using cloud-enabled media solutions. It supplies Content Acquisition, Aggregation and Distribution (CAAD) services to over 100 networks worldwide that are distributed via multiple platforms. The company remains the trusted partner for global coverage and international delivery of news, sports, and special events around the globe. Customers enjoy a seamless global experience from 12 interconnected Globecast-owned facilities, including Los Angeles, London, Singapore, Paris, Rome, and Johannesburg.

New at IBC 2017

Globecast new Media Manager Platform

Creating multi-platform content with the new Globecast Media Manager Platform

Globecast launches its new integrated platform that enables its customers to clip, edit and publish high-quality content instantly across multiple outlets. Customers can create video-on-demand files from live streams and syndicate to multiple online services and across social media.

Globecast's powerful expertise in covering live events enables its customers' editorial teams to package action highlights during and after an event, then to publish to all screens. Globecast's intelligent media management system automatically allows content owners to increase viewer/follower engagement, grow their audience and introduce new monetisation models.

Globecast XN – Use the public internet for distribution, disaster recovery and monitoring services

Globecast will also be promoting its GCXN solution. This manages the transport of broadcast and media services over the public internet. Allowing very rapid deployment, it enables customers to create and then distribute content wherever they may be, far quicker and more cost effectively than using traditional fibre networks.

GCXN is used for primary and secondary distribution with broadcast-grade quality. It comes as a standalone service or as a complementary solution to satellite services. It can also be used for disaster recovery and monitoring of video services. Using the public Internet, GCXN has universal reach that is secure and reliable. It's a comprehensive service that's managed and monitored end-to-end, delivering peace of mind.

My Globecast – Online portal to enhance the customer experience

Customers can manage Globecast services efficiently with this secure, simple, real-time digital tool anytime, anywhere using any device. My Globecast is designed for and by customers to offer a simpler customer journey with a user-friendly homepage.

Customers have access to all of their services and favorites in one click. They can use My Globecast to manage their media management and distribution-related services.

- Services supervision, incident management and planned maintenance communication
- 360-degree overview of media management and associated playout and video-on-demand services

Also on show:

Globecast is also announcing its new **Cloud Channel Playout** solution for SD, HD and 4K channels. This significantly enhances its service deployment efficiency, time-to-market and flexibility and further enhances its geographical reach, as well as enabling fast start-up time.

Globecast continues to expand the capabilities of its **TV Everywhere OTT Video** services via a comprehensive ecosystem of partners to complement its in-house versatile video headend solution used for media content preparation. Beyond mobile apps for smartphone and tablets, it now provides apps to key Smart TV app stores: Roku, Samsung, LG, Android TV and Netgem.