



## Globecast delivers content for Euronews over the public Internet

*The company's GCXN service, coupled with its GCBN, delivers eight new custom channels in different languages*

IBC, Amsterdam, stand no. 1.A29 — 6th September 2017 — [Globecast](#), the global solutions provider for media, announced has expanded its relationship with [Euronews](#), the most-watched international news channel in Europe, to deliver broadcast-grade video content over the public Internet for Euronews' eight (8) new tailor-made channels among its 12 linguistic services. Globecast is doing so via its robust and innovative GCXN transport service, which manages the transport of broadcast and media services over the public Internet — lowering costs and increasing flexibility.

Under this deal, Globecast is supplying an end-to-end transport solution using its bespoke GCBN (fibre) connectivity from Euronews' media facility in Lyon (France) to Globecast's facility in Paris. From there, the channels are delivered via the GCXN service to operators worldwide and are broadcast over satellite, cable, and IPTV to consumers across varying regions. The content is delivered to around 60 affiliates and the eight channels are available in: English, French, Italian, German, Turkish, Portuguese, Russian, and Spanish. They were created as part of Euronews' NEXT strategic program to empower its multi-cultural audience.

Francois Schmitt, Chief Operating Officer at Euronews commented, "Our overarching goal with this project is to reach a more multicultural audience and deliver universally appealing content. We already had six channels over satellite, and we knew that adding more channels this way would be expensive. After

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liaising with Globecast, it was very clear that their GCXN system would be the ideal technology for us. With it, we're able to increase our channel count and reach a more diverse audience without increasing our costs."

Globecast's GCXN transport service lets customers create and distribute content wherever they may be, faster and more cost effectively than using traditional fibre or satellite. For the utmost reliability, a synchronous transmission is used for the exchanging of real-time video content. It optimises buffering in order to retrieve only the missing packets. GCXN 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.

Sylvain Merle, CTO at Globecast says, "Our GCXN service is incredibly reliable for distributing content over the public internet, helping our customers cut down on the costs associated with using fibre or satellite. With GCXN, we offer 99.9 percent guaranteed reliability from Globecast's facilities over the public internet to the customer reception device on their premises. GCXN significantly increases our service offering and allows an extra level of flexibility and cost-effectiveness."

Globecast's GCXN solution will be demonstrated at IBC 2017. Visit stand 1.A29 for a full demonstration.

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### **About 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 110 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.

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**About Euronews**

Euronews offers a unique perspective on world events. It empowers people to make up their own mind by delivering factual analysis and a diversity of viewpoints. Because all views matter, Euronews is "All Views". Euronews is well established in Europe, being the most-watched international news channel; and worldwide, where it is used daily by 52 million TV viewers and digital consumers (source: Global Web Index, Q2 2016).

In June 2017, NBC News and Euronews closed a transaction in which NBC News acquires 25% of the company to make a significant financial investment in Euronews to support expanded news coverage and programming. The company's TV and digital will ultimately be co-branded EuronewsNBC. Euronews Group: Euronews was launched in 1993 from Lyon, France. Africanews, the first pan-African multilingual and independent news outlet, began broadcasting in April 2016 from Pointe-Noire, Republic of Congo. [www.euronews.com](http://www.euronews.com)