



Globecast announces soft launch of Globecast liveSpotter for fast turnaround VOD content creation

After select customer use, Globecast's extension of its media management capabilities sees the soft launch of Globecast liveSpotter, a very fast turnaround live-to-VOD packaged content service

IBC, Amsterdam, stand no. 1.A29 — 12th September 2017 — [Globecast](#), the global solutions provider for media, has today announced the soft launch of its new Globecast liveSpotter live-to-VOD packaged content service. This comes after select customers successfully deployed the trial solution. Globecast liveSpotter provides customers with the ability to create monetizable short-form content from quickly and efficiently, using an end-to-end solution – from signal-to-screen - from a single supplier.

Globecast liveSpotter, which will be available globally, is a significant extension of the company's highly evolved media management capabilities and reflects the rapidly changing way that we consume content. It allows unlimited short-form VOD content to be created from a live feed, very quickly – close to real time – and for that content to then be shared across OTT, VOD and of course social media platforms.

Christine Nassif, Senior Global Marketing Manager at Globecast, said, "As media consumption becomes more à la carte – for example we see sports fans following events on their mobile, looking for the most immersive experience – our customers need to be able to serve this changing demand cost-effectively. By aggregating multiple technologies into a single platform, Globecast liveSpotter

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allow us to satisfy our customers' linear live content distribution and media management requirements alongside their short-form, fast turnaround VOD content needs, without them having to use a third party. This provides very real financial benefits. One market where the advantages are clear is, of course, the sports market where rapid turnaround VOD game highlights, for example, add hugely to the consumer experience, be that via social media or VOD platforms."

The clipping of the content will be both automatic and manual, depending on the content and customer requirements. In the automated version, taking advantage of machine learning intelligent APIs, clips will be pushed to the end user. Alternatively, using Globecast liveSpotter tools, the content manager can clip relevant content, highlight the metadata required – this may well be predetermined – and then it can be published, either by Globecast or the customer. The technology benefits from easy implementation and configuration.

Immediate content can be published to any OVP, social media or other OTT platform. If a customer then wants the content to be supplied to VOD operators, Globecast's VOD Logistics team will format it accordingly and then will supply it.

Nassif said, "Globecast has developed very powerful media management capabilities and this is a natural service extension. Globecast liveSpotter benefits from an end-to-end workflow, with the service being developed to be fully scalable and configurable, according to customer requirements. We can even publish content directly to their social media if they want. We believe Globecast liveSpotter will encourage our customers to really push forwards into the new world of content delivery because of its ease-of-use as a content promotion or content monetizing platform."

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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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Press contacts:

Bazeli Mbo

bazeli.mbo@globecast.com

Tel: +33 1 5595 2604