



SPORTEL MONACO 2017 PREVIEW

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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 SPORTEL Monaco 2017

Globecast liveSpotter for fast turnaround VOD content for Sports

This follows the successful soft launch announcement at IBC. Globecast liveSpotter provides customers with the ability to create short-form content from any live feed. Now, customers can repurpose and share their content in real-time on social media. This end-to-end solution is a significant extension of Globecast's highly evolved media management capabilities – from signal-to-screen - from a single supplier.

This reflects the rapidly changing way in which viewers consume content, especially live sports. Fans follow events on their mobile and are looking for the most immersive experience.

Globecast liveSpotter aggregates multiple technologies into a single platform. The automated system can immediately clip, edit and publish events highlights along with metadata to maximize audience and fan engagement.

Globecast Remote Production

Globecast's Remote Production offering turns the concept of traditional supply of a ready-to-broadcast feed from venues on its head. Initially targeting major live sports broadcasts, remote production enables content owners, be they major event rights holders or local events promoters, to more easily select from multiple source feeds or content distribution feeds, whether via their own global locations or from feeds provided by international broadcasters.

Globecast's Remote Production service allows customers to create bespoke programming in their local studio, on their own production systems, and prepare their own customized ready-to-broadcast feeds. More importantly, customers don't need to send dedicated production teams to different locations, avoiding technology, travel and personnel costs that are now part and parcel of covering a major live sporting event.

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

Globecast will 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.

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