



## **iN DEMAND selects Globecast to provide comprehensive disaster recovery and playout services**

*Deal also includes the aggregation of PPV live event services*

**Los Angeles, October 3, 2017** — [Globecast](#), the global solutions provider for media, announces it is providing [iN DEMAND](#), the leading distributor of transactional entertainment to MVPDs, with fiber and uplink disaster recovery (DR) services, including playout and Pay-Per-View (PPV) services for iN DEMAND's live content and event channels.

iN DEMAND is well known for its video technology expertise and long-standing partnerships with MVPDs, major sports leagues, Hollywood studios and other entertainment and sports companies across North America. It distributes high-profile ring sports through PPV, including boxing and MMA, as well as professional out-of-market sports packages such as MLB Extra Innings, NBA League Pass and NHL Center Ice.

iN DEMAND's Chief Technology Officer John Vartanian commented, "We evaluated the market carefully for this project, and Globecast was chosen for its expertise in content delivery and excellent technical infrastructure at its Los Angeles facility. The combination of its Media Factory solution, cable satellite distribution and extensive fiber network infrastructure was the best fit for our disaster recovery needs. We are confident that Globecast is the ideal back-up service to safely automate and manage our PPV channels if the need arises."

Under this disaster recovery agreement, Globecast will provide continuous

channel origination and uplink services of select PPV channels for AMC-11/3 and SES-3/13 satellite transponders, as well as terrestrial connectivity of three multiplexes from iN DEMAND's primary origination facility for uplink to AMC-11/3, SES-3/8 and SES-3/13 satellites.

The plan is being serviced by Globecast's Media Center in Los Angeles, CA. The center utilizes the company's sophisticated Media Factory technology, which manages ingest, media logistics, transcoding, and order/schedule management for linear and VOD content to satellite, fiber, cable headends, CDN, IP and OTT.

Eddie Ferraro, Managing Director at Globecast in Americas, commented, "We're so pleased that iN DEMAND has entrusted us with its disaster recovery and business continuity plan, especially because they approached us as a business partner rather than just a technology provider. Together, we were able to meet their distinct requirements so that they can go to air with confidence knowing that their content could be capably transmitted and delivered if needed."

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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 iN DEMAND**

iN DEMAND L.L.C. is a leading provider of transactional entertainment services and programming delivered through television's most innovative technologies. iN DEMAND creates, acquires and delivers programming for MVPDs' Pay-Per-View (PPV) and Video On Demand (VOD) platforms. It also supplies marketing support, production services and content transport for the industry. PPV programming includes entertainment events, boxing, wrestling and mixed martial arts events and the digital out-of-market subscription professional sports packages for MLB, NBA, NHL and MLS. The company's VOD products include first-run and library movies plus TV shows, many available for rental and/or electronic sell-through, plus subscription entertainment services. iN DEMAND's owners are Comcast iN DEMAND Holdings, Inc., Charter Communications Operating, LLC, and Cox Communications Holdings, Inc. [iNDEMAND.com](http://iNDEMAND.com), [Twitter](#), [LinkedIn](#)

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