

## **CABSAT 2018 PREVIEW**

**Stand: ZB2-B40**

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Globecast

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## **Globecast**

Globecast helps customers to manage content and to deliver it wherever, however and whenever 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 using cloud-enabled media solutions. It supplies Content Acquisition, Aggregation and Distribution (CAAD) services to over 110 networks.

The company remains the trusted partner for global coverage and international delivery of news, sport, 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 CABSAT 2018**

### **Monetize your content with new flexible Cloud Channel Payout**

Globecast is announcing its new **Cloud Channel Payout** solution for SD, HD and 4K channels. This solution significantly enhances service deployment efficiency, reduces time-to-market, and allows broadcasters to reach new international markets with lower upfront investment. With this approach, flexibility is very high. The number of channels can be increased or reduced within days and the channel branding mix reshuffled for particular audiences and events.

The new Cloud Channel Payout offer from Globecast also provides broadcasters with an opportunity to increase revenue from international markets by localization of advertisements, programming and channel branding at a country level, or even at a per-affiliate level, based on local consumer needs.

## **Also on show**

### **Platform and content protection with Business Continuity**

With the increasing threat from exposing content to the internet, it is critical today for broadcasters to both ensure hardware redundancy and content security. Globecast provides a range of disaster recovery solutions from a simple server with a loop of “evergreen” content, through cloud solutions to a full mirror of the primary master control operation, keeping customer businesses running through all eventualities.

In addition, Globecast is working with its sister company Orange Cyber Defense to provide solutions to help protect priority IT platforms (OTT, VOD and playout).

### **Telco TV and VOD content services**

Globecast is also highlighting the latest advances in its telco services at CABSAT 2018. To help channels gain coverage with the world's leading pay-TV and telco platforms, Globecast aggregates and distributes premium worldwide content for the international marketplace.

More than 60 TV channels are currently acquired, processed and delivered for broadcast as part of the line-up of several pay-TV platforms worldwide, including tier one telco and cable operators such as Orange and Virgin Media. Globecast will show how it helps platforms to enhance the value of their line-up by increasing audience and revenue through providing services such as:

- Content licensing
- Channel acquisition, processing and delivery to broadcasters' distribution network ingest point
- Compliance with local distribution regulation
- Marketing intelligence, channel packaging, pricing strategy and online and offline campaigns for these international channels

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