



## **Globecast announces Jimmy Kim as Managing Director of Globecast in Asia**

**Paris, 1<sup>st</sup> February 2018** — Globecast, the global solutions provider for media, announces Jimmy Kim as Managing Director of Globecast in Asia, effective February 1st. In his new position, Kim will drive Globecast's continued success in this dynamic market, expanding its customer base there and building upon the company's long-term objectives.

Kim brings a wealth of industry knowledge and leadership skills to his new role, with more than 20 years' experience in the technology and media business. He joins Globecast from MNC Media, where he held the title of Senior Vice President and was responsible for content acquisition and distribution, channel operation and licensing and merchandising. Prior to that he held several high-level positions at prominent organizations such as Ustream Korea, Viacom International Media Networks, and Bloomberg TV Asia Pacific.

Philippe Bernard, CEO at Globecast commented, "The market in Asia is of great importance to us. Adding Jimmy to our team means we can continue to grow our position in that region as a fully integrated media solutions provider. With Jimmy's impressive leadership background with several high-level media companies, coupled with his deep knowledge of the Asian markets, I am confident he'll thrive in his new role so that we can carry on delivering our successful roadmap in Asia."

Kim commented, "Globecast has a strong track record of offering high-caliber media services across Asia and as the industry evolves – virtualization and cloud playout being two key areas – we will keep tailoring these new offerings for Asian markets. I'm delighted to become part of such a forward thinking team and to

be forging on with the business across Asia through the next stage of its development."

Kim is based in Singapore and reports directly to CEO Philippe Bernard. He also sits on the Globecast Executive Committee.

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### **About 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 fiber 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.

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