

# Content & Media Snapshot

INDUSTRY INSIGHTS - OCTOBER 2024

## October: A Month of Strategic Action and Significant news in the Content and Media Industry

As mid-autumn arrives, the content and media industry focuses in a period of crucial customer retention and reflects on many main players involved in an abundance of strategic activity.

In this issue of industry insights, appointments at players such as NEP Group, emphasize the focus on leadership and efficiency. New partnerships, such as the Amagi and Hallmark Media exemplify how collaboration can enhance content delivery and distribution, and Disguise secures new funding to pursue advancements in XR and VR.

October has encapsulated how the media ecosystem is simmering with key decisions and news that will continue to shape our industry for the remainder of this calendar year and beyond.

### In this issue:

[NEP make strategic appointment - Arjan van Westerloo](#)

[Amagi Wins Emmy Award for Innovation in Playout Technology](#)

## Featured Companies

NEP Group	NPAW
Telestream	JFIT
Backlight	Globecast
EVS	Hallmark Media
MOG Technologies	Amagi
Disguise	Friend MTS
ARRI	UEFA
FilmLight	

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## NEP UK, The Netherlands and Ireland make new strategic appointment

NEP Group has appointed Arjan van Westerloo as President of NEP UK, The Netherlands, and Ireland, effective immediately. This move is part of a strategic shift to consolidate operations from three to two European business clusters, enhancing collaboration and innovation.

Arjan, who joined NEP in April 2022, is rewarded after successfully transforming NEP in The Netherlands and brings extensive experience from the broadcast industry. Lise Heidal, President of NEP Europe, praised his achievements, while Arjan expressed excitement about supporting teams across the UK and Ireland to maintain high service standards.

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## Telestream Enhances Vantage with Backlight Iconik Media Management Integration

Telestream has launched the Vantage iconik Connector, designed to streamline media ingest and transcoding in response to the rising demand for high-quality video content. This integration simplifies processes, ensuring rapid delivery and standardization across devices and formats.

Leveraging advanced technologies, Vantage offers exceptional processing speeds and broad file format support. Rich Andes, VP of Product Management at Telestream, noted its capacity to eliminate bottlenecks, allowing users to prioritize creativity and efficiency. The Vantage iconik Connector enables easy global management and sharing of video content, supporting cloud, on-premises, and hybrid processing for smoother workflows.

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## EVS Completes Acquisition of MOG Technologies, Expanding Innovation and Market Reach

EVS, a global leader in live video production technology, has completed its acquisition of MOG Technologies, enhancing its solution offerings and expanding market reach. Following the agreement in August, the integration process has begun, with the talented MOG team excited to join EVS. CEO Serge Van Herck highlighted the acquisition's significance, noting it positions EVS to deliver innovative end-to-end solutions for the media and broadcast industry.

The integration of MOG's ingest and transcoding capabilities into EVS's MediaCeption solution promises to streamline workflows and enhance customer support.

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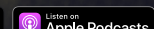
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## Disguise Secures £1.2 Million Funding for MAX-R Alliance

Disguise, an HPA-Award-winning immersive experience company, has secured £1.2 million in funding from Innovate UK and the EU to support the MAX-R alliance, which focuses on advancing virtual production, extended reality, and metaverse technologies. This collaboration includes notable partners like ARRI and FilmLight, aiming to streamline production processes for filmmakers and broadcasters.

The funding will facilitate developments such as RSConnect, linking live events to metaverse platforms, and Depth Reprojection, enhancing 3D backgrounds for virtual productions, among other innovations. Abi Bowman, Disguise's Chief Collaboration Officer, stated that MAX-R will create exciting opportunities for creators to interact with digital realities and seamlessly blend virtual and physical worlds.

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## JFIT Partners with NPAW to Enhance Streaming Analytics

NPAW has announced a partnership with JFIT, a Japan-based streaming service that provides managed video streaming for local government meetings. This collaboration will utilize the NPAW Suite for Video Analytics, enhancing JFIT's ability to monitor video quality and performance.

Through this partnership, JFIT gains access to advanced features such as anomaly detection, alerts, and insights into video playback statistics.

Daiki Furuya, General Manager of JFIT's Technical Department, emphasized the importance of visibility in delivering a high-quality streaming experience. NPAW's VP of Sales APAC & India, Brian Pang, noted that this collaboration will significantly improve JFIT's service quality and audience engagement.

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## Globecast Delivers Cloud-Based Production and Broadcast Services for Hallmark Media

Hallmark Media has partnered with Globecast to manage the origination and distribution of its three channels: Hallmark Channel, Hallmark+, and Hallmark Family. This collaboration began in 2016, initially focusing on disaster-recovery services, and has evolved to leverage advanced broadcast technologies that enhance content quality and distribution efficiency.

This allows Hallmark Media to utilize Globecast's state-of-the-art facility in Westlake Village, California, which features IP-based infrastructure for scalable operations with Globecast providing essential playout, uplink, and downlink services.

With around-the-clock technical support and monitoring, Globecast ensures seamless broadcasting of Hallmark's content to effectively meet consumer demands in a competitive market.

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## Amagi Wins Emmy Award for Innovation in Playout Technology

Amagi, a leader in cloud-based SaaS technology for broadcasting and Connected TV (CTV), has won the 75th Annual Technology & Engineering Emmy® Award for its innovative manifest-based playout technology. This advancement is crucial for the rapidly growing Free Ad-supported Streaming Television (FAST) industry.

The company replaces costly traditional playout servers with scalable web servers, ensuring a seamless 24x7 broadcast experience. Trusted by two-thirds of the top 100 global media brands, Amagi empowers content owners to distribute channels efficiently.

Co-founder and CEO Baskar Subramanian emphasized that this award reflects Amagi's commitment to innovation and transformative technology in the FAST landscape.

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## Friend MTS Partners with UEFA to Strengthen Anti-Piracy Initiatives

Friend MTS, a leading global provider of content protection services, has announced that UEFA has renewed its commitment to its anti-piracy technologies for major competitions, including the UEFA Champions League, UEFA Women's Champions League, and UEFA Nations League. This partnership is crucial as UEFA relies on media rights for essential revenue, supporting the sport at all levels and funding grassroots initiatives across Europe.

Under the new agreement, Friend MTS will continue to deliver comprehensive services, including global monitoring, enforcement against online piracy, dynamic server blocking, and payment disruption of illegal IPTV services.

Shane McCarthy, CEO of Friend MTS, emphasized UEFA's proactive stance in combating piracy, particularly after the success of UEFA EURO 2024. As the new football season begins, both organizations are committed to evolving their anti-piracy solutions to protect valuable content.

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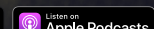
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