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Content & Media Snapshot

INDUSTRY INSIGHTS - JANUARY 2025

Innovation and Collaboration Shape the Future of Media and Broadcast

The start of 2025 witnessed innovations driving the media and broadcast industry forward, with a booming start to the new year.

From LiveU's advancements in IP-video and Allen & Heath's SQ-Rack, to Datavideo's strategic partnerships and Ross Video's recent acquisition of EagleEye, this edition explores the latest in efficiency, creativity, and cutting-edge solutions!

Featured Companies

LiveU	Netflix
Datavideo	Grass Valley
ATEN	Allen & Heath
Blackmagic Design	Ross Video

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THE
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PODCAST

Episode 37
MITCH ASKENAS
EXECUTIVE DIRECTOR, VIDEO PLATFORM – HEAD OF COMMERCIAL, AMERICAS AT COMCAST TECHNOLOGY SOLUTIONS

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In this issue:

Ross Video Completes Acquisition of EagleEye

Grass Valley Strengthens Sales Leadership

Market Insights

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LiveU will present its new IP-Video Ecosystem innovations at ISE in February!

At ISE 2025, LiveU will unveil advancements in its IP-Video EcoSystem designed to boost productivity, ensure safety, and enhance capabilities.
A standout feature is its cutting-edge smart operator management system, which uses eSIM technology, artificial intelligence, and advanced algorithms to optimize network connectivity.
Another highlight is its seamless cloud production solution, combining lightweight 5G video encoders with LiveU Studio for streamlined, efficient live content creation workflows. These innovations seek to redefine remote production and broadcasting efficiency.

Read article

Datavideo and ATEN have formed an official partnership

Datavideo has formed a strategic alliance with ATEN, a prominent provider of AV/IT connectivity and management solutions.
This partnership integrates ATEN's sophisticated environment control devices with select Datavideo products, enhancing control and efficiency for professionals.
This collaboration aims to streamline workflows in live production, broadcasting, and corporate events, offering simplified control, increased flexibility, and improved efficiency.

Read article

Blackmagic URSA Cine 12 LF Added to Netflix Approved Camera List

Blackmagic Design's URSA Cine 12K LF digital film camera has officially joined the Netflix Approved Camera List.
This list, titled "Cameras and Image Capture: Requirements and Best Practices," outlines the criteria cameras must meet to qualify, including dynamic range, resolution, codec, workflow compatibility, and more.
Netflix mandates that 90% of a program's final runtime must be filmed using approved cameras. The URSA Cine 12K LF now stands alongside the Blackmagic Design URSA Mini Pro 4.6K G2 and URSA Mini Pro 12K OLPF, which are already recognised as part of the approved lineup.

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Market Insights

Grass Valley Enhances Sales Leadership with Strategic Hires to Boost Sports and Live Production Expertise

Grass Valley has strengthened its North American team with three key appointments: Greg Doggett as Vice President of Sports Sales, North America; Jeremy Morrell as Director of Pre-Sales, Americas; and Ben Dolinky as Senior Solutions Architect. These seasoned industry professionals bring expertise and innovation to Grass Valley, underscoring the company's dedication to providing advanced solutions and exceptional support during a time of rapid growth and transformation in the media and entertainment industry.

Read article

Allen & Heath Unveils SQ-Rack

SQ-Rack is the latest addition to the SQ series, combining Allen & Heath's 96kHz XCVI core with versatile connectivity and flexible control in a compact 4U rack-mount form.
It delivers 48 input channels of pristine audio, ultra-low latency, and seamless integration with the Everything I/O ecosystem. This will allow users to expand with Dante, Waves, or MADI options, and enjoy multichannel USB for recording and playback.
Featuring customizable controls, SQ apps, and touchscreen access, SQ-Rack is ideal for installations, band mixing, or high-quality IEM setups!

Read article

Ross Video Acquires EagleEye

Ross Video has acquired EagleEye from sec. swiss, expanding its cable camera portfolio and enhancing creative solutions for live productions.
This strategic move complements Ross' spidercam series, offering customers modular 1D, 2D, and 3D systems for diverse applications, including sports, motion pictures, and live events. Customers can choose rental or purchase options for fixed installations, studios, or venues. Manufacturing will occur in Ross' Canadian facility, leveraging robotic expertise. CEO David Ross highlights EagleEye's ability to bring immersive angles to more productions, enhancing audience engagement and creativity.

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