

Content & Media Industry Snapshot

From FA Cup to Future Workflows: February in Motion

February has delivered strong momentum across live sport, cloud distribution and scalable production infrastructure. With industry buzz surrounding the SVG Europe Football Summit and continued Olympic impact, sport remains central to strategic investment. From IP OB expansion to cloud based FA Cup delivery and evolving digital ecosystems, the sector shows no signs of slowing. Attention now turns toward the DPP European Broadcaster Summit 2026.



Featured Episode

The Application of AI In Sports Media, Elliot Renton, SVP of Asia Pacific at Magnifi

Featured Articles

Our pick of featured articles from across the industry.



Vizrt Launches Campus Stadium Production Bundles



Diversified Introduces Diversified Digital at ISE 2026

Featured companies in this issue:

Magnifi

Backlight

Vizrt

Pitch International

Diversified

Synamedia

Cloudbass

Globecast

dB Broadcast

Appear

Companies in Focus - Q4

What companies are we most excited about in the Content & Media industry.

[View the report](#) ↗



Featured Articles



Vizrt Launches Campus Stadium Production Bundles

Professional grade sports production is becoming more accessible. Vizrt has unveiled four Campus Stadium Production Bundles designed to equip US high schools and colleges with broadcast quality live production workflows.

Built around TriCaster, the packages enable live switching, replay capabilities and ready to use graphics templates, while also providing training through Viz University. The initiative not only elevates in venue coverage but also prepares the next generation of content creators with real world production expertise.

[View the article ↗](#)



Diversified Introduces Diversified Digital at ISE 2026

At ISE 2026, Diversified formally launched Diversified Digital, a dedicated Digital Experience practice focused on enterprise scale environments. Bringing together immersive AV, digital signage and lifecycle oversight, the new division is designed to support both flagship venues and global multi site deployments.

With governance, monitoring and operational resilience at its core, the move reflects a growing demand for accountable, scalable digital ecosystems across complex enterprise landscapes.

[View the article ↗](#)

Industry News

Cloudbass Expands IP OB Fleet with dB Broadcast Collaboration

Cloudbass has added two IP remote production vehicles to support top tier football coverage. Built with dB Broadcast, the trucks deliver UHD and HD workflows across HDR and SDR, while optimising space and power efficiency. The expansion reinforces scalable, sustainable outside broadcast production.

[View the article ↗](#)

Backlight Report Reveals Video Dominates Media Storage

Backlight's latest Iconik Media Stats Report reveals that while video represents just 14 percent of total assets, it consumes 64 percent of storage. The findings also highlight accelerating AI adoption and vertical publishing growth as content volumes continue to expand.

[View the article ↗](#)

Pitch International Delivers Cloud-Based FA Cup Distribution with Synamedia and Globecast

Pitch International has partnered with Synamedia and Globecast to enable cloud based FA Cup distribution. The collaboration supports secure, scalable global delivery, demonstrating how rights holders are shifting toward more flexible, resilient workflows for live sports broadcasting.

[View the article ↗](#)

Appear Strengthens YouTube Live Content Delivery Capabilities

Appear has strengthened its YouTube live delivery capabilities, focusing on low latency contribution and broadcast grade reliability. As digital platforms dominate live viewing, the solution helps broadcasters meet rising audience expectations for high quality streaming at scale.


[View the article ↗](#)

Featured Podcast



The Application of AI In Sports Media - Episode 36 - Elliot Renton, SVP of Asia Pacific at Magnifi

Join us and Elliot Renton, the SVP of Asia Pacific at Magnifi, as we explore the impact of AI on sports media in different localities. In this episode, we also touched on hiring challenges and advice for young people looking to enter the world of sports media. Listen along for Elliot's insights into the latest developments – and future direction – of sports media.

 Listen on Spotify

Passionate about Media, Streaming & Content Tech?

We feature conversations with industry experts in the Content & Media sector, including C-suite executives, thought leaders and innovators from global organisations.

From exploring AI in media, discussing the rise of VR and XR in content consumption, or addressing the importance of representation and diversity in the workplace, The Content & Media Matters Podcast delivers insights that matter to industry professionals.

[Discover our podcast ↗](#)



Looking to grow & hire?

We're passionate about providing you with the best possible recruitment service, and delivering results.

Whether you want to find your perfect candidate, reduce your cost to hire, or engage your next leader, we can help.



Specialist Recruitment

Are you searching for the perfect candidate?

Expert global recruitment for senior and specialist roles, ensuring rapid, thorough searches to find the ideal candidate.

[Explore Service](#) ↗



Multi-Hire

Do you want to reduce your cost to hire?

Streamline hiring multiple roles with up to 35% cost savings, faster processes, and dedicated recruitment expertise.

[Explore Service](#) ↗



Executive Search

Do you want to unearth your next leader?

Discover top leadership talent through tailored global searches, with a results-based approach focused on long-term success.

[Explore Service](#) ↗

Connect with the Content & Media Team

