

Media & Sports Technology Industry Snapshot

Media Momentum Builds Ahead of NAB 2026

March has delivered a wave of transformation across the Media & Sports Technology landscape, from major partnerships accelerating the shift to IP-based workflows, to strategic leadership moves and investment driving monetisation. With NAB Show 2026 fast approaching in Las Vegas, the industry is gearing up for further innovation, collaboration and major announcements, and we're excited to be part of the conversation on the ground.



Featured Episode

Adapting Within Content & Media - with Mitch Askenas, Comcast

Featured Articles

Our pick of featured articles from across the industry.



LTN Expands IP Ecosystem Through Strategic Partnerships



Lawo Appoints Jamie Dunn as CEO

Featured companies in this issue:

- | | |
|-----------|------------------------------|
| LTN | Riedel |
| Appear | 24i |
| Harmonic | ASG |
| MediaKind | Comcast Technology Solutions |
| Lawo | |
| Ateme | |

Companies in Focus - Q4

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

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Featured Articles

LTN

LTN Expands IP Ecosystem Through Strategic Partnerships

A series of strategic collaborations has positioned LTN at the centre of the industry's transition from satellite to IP distribution.

By integrating Appear's high-performance encoding, Harmonic's advanced video processing and MediaKind's edge capabilities, LTN is delivering a unified, scalable infrastructure for live production and global distribution. These partnerships enhance reliability, streamline workflows and enable broadcasters to accelerate IP adoption while unlocking new monetisation opportunities. You can find more information about LTN's partnership with Appear linked to this text!

[View the article ↗](#)



Lawo Appoints Jamie Dunn as CEO

A new chapter begins at Lawo as Jamie Dunn steps into the role of CEO, bringing deep institutional knowledge and a strong track record within the organisation.

The transition reinforces leadership continuity while sharpening the company's long-term strategic direction. With a collaborative management structure in place, Lawo is well positioned to strengthen its role in IP-based media infrastructure and sustain growth in an evolving global market.

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Industry News

Netflix Selects Ateme to Power Live Streaming Workflows

Live streaming continues to evolve as Netflix adopts Ateme's TITAN Live solution to enhance real-time encoding capabilities. The partnership focuses on delivering high-quality video experiences while optimising bandwidth efficiency, supporting the growing demand for scalable and immersive live content across global audiences.

[View the article ↗](#)

Riedel Strengthens Americas Strategy with Key Appointment

Expanding its Managed Technology Division, Riedel has appointed Jan Schaffner to lead growth across the Americas. With increased regional investment and infrastructure, the company is reinforcing its commitment to delivering specialised services for live production, aligning closely with market needs and long-term customer partnerships.

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24i Secures Investment to Drive Monetisation Strategy

A shift in ownership marks a pivotal moment for 24i, enabling a sharper focus on monetisation and platform development. Backed by new investment, the company is enhancing its Video Cloud offering, helping broadcasters and streaming providers unlock revenue through data-driven personalisation and advanced advertising capabilities.

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ASG Promotes Gretchen Taipale to Lead Managed Services Growth

Leadership expansion at ASG highlights the increasing importance of scalable production services. Gretchen Taipale's promotion reflects a commitment to strengthening managed services, with a focus on talent development and operational agility. The move supports growing demand for flexible, embedded production teams across global media environments.

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Featured Podcast



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Adapting Within Content & Media – Mitch Askenas, Executive Director, Video Platform – Head of Commercial, Americas at Comcast

Join us to unpack the evolving challenges in the content and media sector in this conversation with Mitch Askenas, the Executive Director, Video Platform – Head of Commercial, Americas at Comcast Technology Solutions.

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.

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