

# Media & Sports Technology Industry Snapshot

## NAB 2026: Defining the Future of Live Production

With NAB Show 2026 taking centre stage, April delivered a surge of announcements both ahead of and during the event. From major strategic moves to advances in software-defined production, momentum was clear across the sector. With William Trenchard from the neuco team on the ground, the energy and innovation on display reflected an industry accelerating toward more integrated, flexible production models.

### Featured Articles

Our pick of featured articles from across the industry.



### Riedel Expands Production Ecosystem with ARRI Acquisition



### Calrec and Grass Valley Advance Software Defined Production



### Featured Episode

The Power of Representation – Episode 38, Krystal Brendel, Vice President of People at Quickplay

### Featured companies in this issue:

- |              |                        |
|--------------|------------------------|
| Riedel       | Imagine Communications |
| ARRI         | Ross Video             |
| Calrec       | Netgear                |
| Grass Valley | Quickplay              |
| Lawo         |                        |
| 3Play Media  |                        |

### Companies in Focus – Q4

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

[View the report](#)



# Featured Articles



## Riedel Expands Production Ecosystem with ARRI Acquisition

A significant acquisition sees Riedel Group bring ARRI into its portfolio, aligning world-class camera and lighting technology with advanced broadcast infrastructure.

This move strengthens capabilities across the entire production chain, opening new opportunities in live entertainment and sports. With both companies combining expertise, the partnership sets the stage for more integrated workflows and enhanced creative possibilities across global media environments.

[View the article ↗](#)



## Calrec and Grass Valley Advance Software Defined Production

A new long-term partnership between Calrec and Grass Valley brings audio and video closer together within a unified, software-defined environment.

Integrating ImPulseV into the AMPP platform enables scalable, flexible workflows across cloud, on-prem, and hybrid infrastructures. As broadcasters seek greater efficiency and control, this collaboration highlights the shift toward adaptable production ecosystems without sacrificing performance or reliability.

[View the article ↗](#)

# Industry News

## Lawo Introduces Converged Video & Audio Stagebox

Lawo's Edge One stagebox introduces a flexible approach to audio and video connectivity, combining multiple I/O capabilities within a compact, portable unit. Designed for distributed production environments, it enables users to adapt functionality through software licensing while supporting IP-based workflows. The result is a more agile solution that simplifies infrastructure without compromising performance.

[View the article](#) ↗

## 3Play Media Launches AI Dubbing for YouTube Creators

Targeting the growing creator economy, 3Play Media's new AI dubbing solution combines automated workflows with human oversight and analytics. By identifying where audiences exist and what content to localise, the platform enables data-driven global expansion.

[View the article](#) ↗

## Imagine Communications Expands Multiviewer Portfolio at NAB 2026

Expanding its multiviewer portfolio, Imagine Communications showcased solutions designed for modern monitoring across live production, playout, and OTT environments. With both cloud and on-prem deployment options, the offering provides scalable visibility across increasingly complex workflows.

[View the article](#) ↗

## Ross Video and Netgear Deliver Integrated Network Solutions

A strategic partnership between Ross Video and Netgear focuses on simplifying IP-based production infrastructure. By integrating switching solutions directly into broadcast workflows, the collaboration supports standards such as ST 2110, NDI, and Dante.

[View the article](#) ↗

# Featured Podcast



**The Power of Representation – Episode 38 – Krystal Brendel, Vice President of People at Quickplay**

Discover the importance of authentic representation and truly inclusive and diverse teams in this episode with Krystal Brendel, the Vice President of People at Quickplay. Krystal shared her experiences as a Black woman in the content industry, touching on topics like mentorship, continuous learning and authentic leadership as she shared her vision for a more diverse and inclusive future.

## 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 hire or find your next role?

A strong commitment to delivering the highest level of service underpins every interaction, with a clear focus on achieving meaningful results. Whether the priority is securing the ideal candidate, reducing cost to hire, or supporting the next career move, the approach is centred on creating value for both clients and candidates.

[Find your next role](#)



## 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

