

Media & Sports Technology Industry Snapshot

Powering the Future of Live Sports and Broadcast Innovation

Europe's heatwave in June has delivered a wave of innovation across the Media & Sports Technology sector, with cloud production, AI-driven sports analytics and IP-based workflows continuing to reshape live broadcasting. From major outside broadcast investments to next generation AV infrastructure, this month's developments highlight an industry focused on delivering greater flexibility, efficiency and richer audience experiences.



Featured Episode

Attracting Diverse Talent to Sports Media - Episode 34 - Anna Lockwood, Head of Media & Sport at Telstra

Featured Articles

Our pick of featured articles from across the industry.



Broadcast Solutions Delivers Landmark UHD Fleet for TRT



BIG BLUE MARBLE

Big Blue Marble Powers Eurovision 2026 with Cloud Broadcasting

Featured companies in this issue:

Broadcast Solutions

Diversified

Big Blue Marble

Cobalt Digital

Stats Perform

Matrox Video

Companies in Focus - Q2 2026

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

[View the report](#)



Featured Articles



Broadcast Solutions Delivers Landmark UHD Fleet for TRT

Broadcast Solutions has completed its largest outside broadcast project to date, delivering eight new Ultra HD production vehicles to Turkish public broadcaster TRT.

Designed for major sporting events and national broadcasts, the fleet combines 12G-SDI and IP workflows, supporting TRT's long term transition towards IP production. The investment provides greater production flexibility, increased redundancy and enhanced broadcast quality across live sport, entertainment and large scale events.

[View the article ↗](#)



BIG BLUE MARBLE

Big Blue Marble Powers Eurovision 2026 with Cloud Broadcasting

Behind the scenes of Eurovision 2026, Big Blue Marble delivered a cloud based broadcasting infrastructure that enabled flawless distribution across television, streaming and more than 50 public viewing locations throughout Austria.

Purpose built AWS workflows, AI assisted monitoring and fully redundant cloud architecture ensured reliable, broadcast quality delivery, demonstrating how cloud native production continues to transform large scale live event broadcasting.

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Industry News

Stats Perform Strengthens Bayer Leverkusen's AI Performance Analysis

Bayer 04 Leverkusen has expanded its partnership with Stats Perform by integrating Opta Vision across recruitment and match analysis. Combining event data, tracking and AI powered metrics, the platform provides deeper tactical insight and supports faster, more consistent football decision making throughout the club.

[View the article](#) ➤

Matrox Video Unveils Next Generation AV over IP Platform

Matrox Video has introduced the Maevox MGX Series, delivering ultra low latency 4K60 AV over IP transmission while dramatically reducing bandwidth requirements. Built for enterprise, broadcast and control room environments, the platform simplifies deployment and offers greater flexibility for modern IP based production workflows.

[View the article](#) ➤

Diversified Demonstrates the Connected Venue of Tomorrow

At InfoComm 2026, Diversified showcased how immersive technology, production systems and digital experiences can work together to create smarter venues. Designed with sports stadiums and entertainment spaces in mind, the concept highlights new opportunities to improve fan engagement, operational efficiency and commercial value.

[View the article](#) ➤

Cobalt Digital Simplifies the Move to IPMX

Cobalt Digital unveiled its latest IPMX ecosystem at InfoComm 2026, helping broadcasters and AV professionals transition towards IP infrastructure with greater simplicity. Featuring signal processors, gateways, monitoring solutions and conversion tools, the platform provides an accessible route to future ready ST 2110 workflows while protecting existing investments.

[View the article](#) ➤

Featured Podcast



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Attracting Diverse Talent to Sports Media - Episode 34 - Anna Lockwood, Head of Media & Sport at Telstra International

Explore the ever-changing world of sports broadcasting with us in this episode, featuring Anna Lockwood, the Head of Media & Sport at Telstra International.

Our conversation also touched on key talent topics in the content and media industry, as well as the benefits of attracting more diverse talent to the sector.

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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Looking to hire or find your next role?

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