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Media & Sports Technology Companies In Focus

In our quarterly feature, Companies in Focus, we highlight leading companies in the Media & Sports Technology landscape whose recent achievements are making waves in our industry, casting the spotlight on companies that are setting unprecedented benchmarks and shaping our future.

Featured Companies:

CREATIVE TECHNOLOGY

quickplay

SIGNIANT

AVID

MediaKind

SENNHEISER

FOR-A

ARQIVA

ALPHANETWORKS

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CREATIVE TECHNOLOGY

Website

LinkedIn

Part of NEP Group, Creative Technology is a global provider of audiovisual, lighting and technical production solutions for live events, sports, entertainment and systems integration.

Celebrating its 40th anniversary, the company announced that founder and CEO Graham Andrews will step down from day-to-day leadership, with former Live Nation executive Tom See taking over in January 2027.

Andrews says “When I founded Creative Technology 40 years ago, I wasn’t sure where it would take me—but I always knew that, if we were successful, it would be important to develop leaders who, at the right moment, could take our company to the next level.”

With See’s extensive live events experience, the appointment signals a new chapter focused on strengthening Creative Technology’s global operations and continued growth.

quickplay

Website

LinkedIn

Quickplay is accelerating innovation in streaming technology with two significant launches designed to help media businesses optimise operations and maximise content value.

Its new Engagement Quality Score (EQS) evaluates how content contributes to subscriber acquisition, engagement and retention, providing operators with deeper insights into audience behaviour. Meanwhile, Quickplay Live Operations brings scheduling, signal management, advertising and monitoring into a unified cloud-native environment, supported by AI-assisted clipping.

Together, these developments demonstrate Quickplay’s commitment to smarter streaming infrastructure, helping broadcasters and OTT providers improve efficiency, strengthen viewer engagement and unlock new commercial opportunities.

SIGNIANT®

Website

LinkedIn

Signiant is transforming media workflows, expanding beyond accelerated file transfers with a suite of intelligent content management innovations unveiled at IBC 2026.

Its new Signiant Pulse services enable content discovery, review and AI-powered automation, while Media Shuttle’s Intelligent Transport delivers faster, multi-gigabit transfers. Signiant Verify and Verify aiQC introduce automated content validation and quality checks, with Pulse AI Studio supporting agent-driven workflows.

These advancements strengthen Signiant’s position in media technology, helping broadcasters and content producers streamline operations, reduce manual processes and manage increasingly complex global media supply chains.

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Reinforcing its position in professional media technology, Avid receives an Engineering, Science & Technology Emmy Award for the development of its Avid DNx codec.

Marking the company's 20th Emmy Award, the recognition celebrates technology that has helped transform high-quality video editing and production workflows. Avid DNx enables efficient media processing while maintaining the image quality required for demanding broadcast and post-production environments.

The award highlights Avid's longstanding contribution to the industry, as broadcasters and content creators increasingly prioritise reliable, interoperable and efficient production technologies.

Website

LinkedIn

MediaKind is simplifying the delivery of streaming services through a new partnership with video technology specialist Accedo.

Announced ahead of IBC 2026, the collaboration combines MediaKind's MK.IO platform with Accedo's application technology to deliver an end-to-end, white-label streaming solution.

Designed for operators across television, mobile and connected devices, the platform aims to reduce deployment complexity, engineering costs and time to market.

As competition intensifies across the OTT landscape, this partnership strengthens MediaKind's ability to help operators launch scalable, customised services while maintaining flexibility and delivering consistent viewing experiences.

Website

LinkedIn

Immersive audio is taking centre stage in motorsport following Sennheiser's announcement as the Official Sound Provider of Formula E.

The multi-year partnership will integrate Sennheiser's professional audio solutions and AMBEO immersive technology into the electric racing championship, exploring new approaches to audio capture and encoding for enhanced fan experiences. The collaboration brings together two organisations focused on innovation, combining elite sporting entertainment with advanced sound technology.

As sports broadcasters seek more engaging ways to connect with audiences, Sennheiser is demonstrating how immersive audio can transform the experience of live events.

Website

LinkedIn

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FOR-A

Website

LinkedIn

FOR-A is bringing artificial intelligence directly into live production workflows with the expansion of its viztrick AiDi technology portfolio.

Developed alongside Nippon TV, the newly introduced Go Vertical! AiDi enables automated, real-time vertical video production for mobile audiences, while AiDi Sports Hub provides AI-assisted player tracking, graphics and performance analysis. Both solutions use on-device processing to support responsive production environments.

These advancements address growing demand for efficient, multi-platform content creation, positioning FOR-A to help broadcasters and sports producers deliver more engaging coverage without significantly increasing operational complexity.

ARQIVA

Website

LinkedIn

A new chapter in leadership is underway at Arqiva, the UK communications infrastructure specialist, following the appointment of Simon Duffy as Chair.

Effective from October 2026, Duffy brings extensive experience across telecommunications, media, technology and corporate transformation, having previously held senior leadership positions at NTL and Orange. His appointment comes as Arqiva continues delivering critical broadcasting and connectivity services across the UK.

With the media distribution landscape evolving, Duffy's strategic and financial expertise could prove valuable in guiding Arqiva's long-term direction, strengthening its market position and supporting future growth opportunities.

ALPHANETWORKS

Website

LinkedIn

Alpha Networks has demonstrated its capabilities in live sports streaming through a collaboration with video technology specialist Ateme.

The companies delivered an end-to-end video platform for a major international sporting event, combining Ateme's processing and delivery technology with Alpha Networks' Gecko OTT platform. Achieving five-second glass-to-glass latency, the solution exceeded its original target of eight seconds while supporting high-quality live content distribution.

With audiences increasingly expecting near-real-time sports coverage, this achievement highlights the importance of integrated streaming infrastructure and strengthens Alpha Networks' position in delivering reliable, low-latency viewing experiences.

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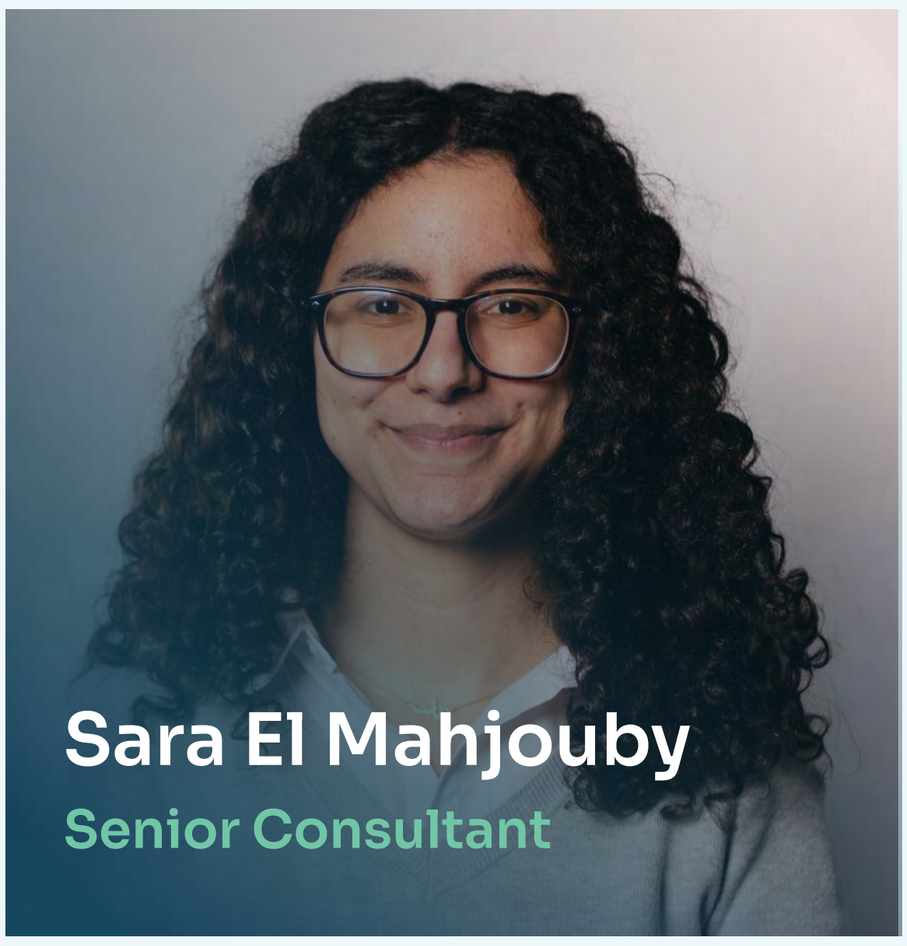
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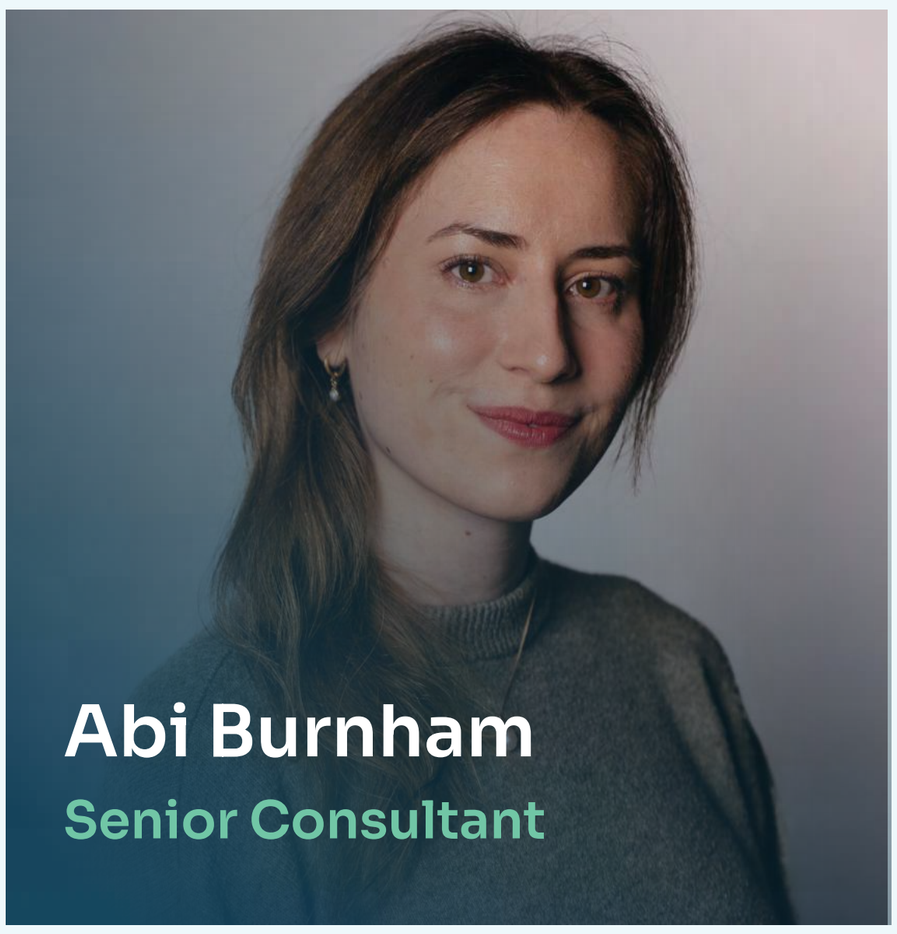
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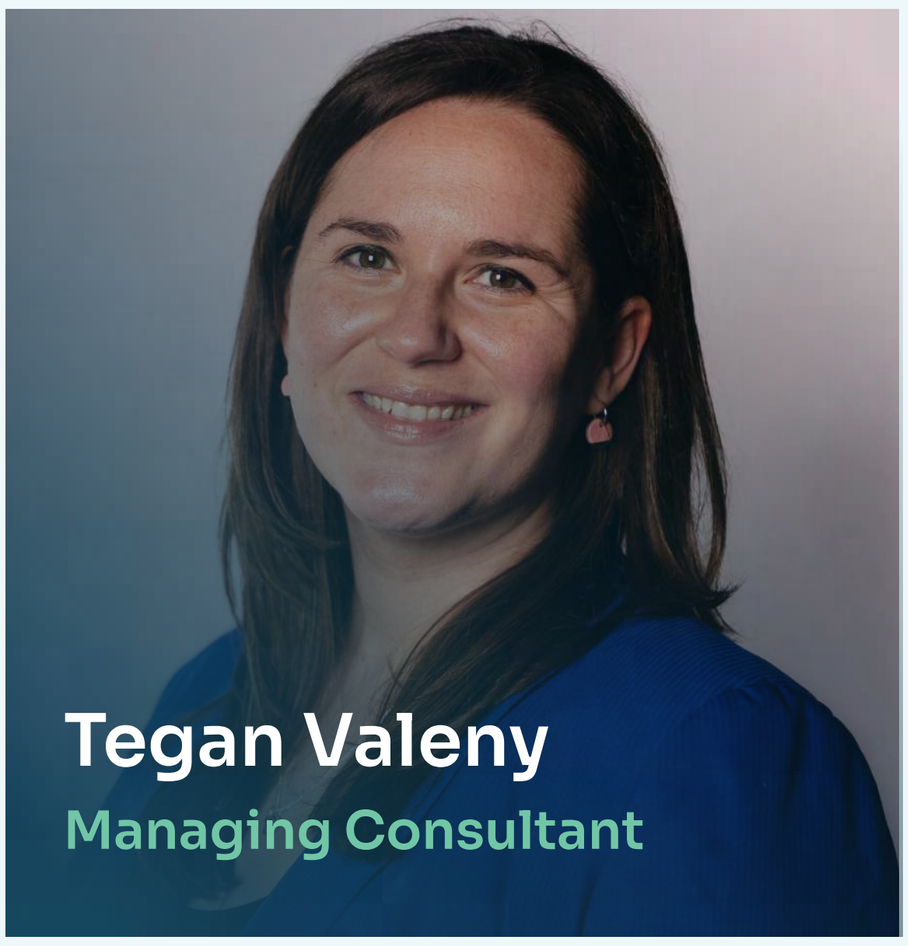
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Created by our Content & Media Team:









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Should We Focus on Your Company?

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