Rede Massa chooses Net Insight to enable state-wide centralized operations

Net Insight is supporting the rollout of a new state-wide centralized operation with Rede Massa, which is an SBT affiliate, the Brazilian regional television network, deploying Nimbra 400 to interconnect five affiliated from its headquarters in Curitiba. This will enable the broadcaster to operate in a unified network, delivering high-quality, consistent service efficiently. Net Insight's platform provides the resilient, low-latency foundation required to make that possible.

The Nimbra 400 platform enables live contribution and distribution over the public internet, offering the robustness associated with managed networks, but at a lower operational cost. By leveraging the internet as the transport backbone, Rede Masse can reduce dependence on satellite and IP/MPLS, while maintaining the reliability and stability required for continuous live content workflows.

With the Nimbra 400 in place Rede Massa gains a secure, and predictable transport that strengthens coordination across all stations and supports a more unified broadcast operation.

"Our goal was to unify our state-wide operations without compromising reliability or speed. Net Insight's solution gives us a stable and predictable way to transport live content between our affiliates using the internet. It lets us build a more efficient centralized model while reducing costs. This is exactly the type of collaboration we were looking for."
Aliã Bianco de Brito, Broadcast Technology Coordinator at Rede Massa

"We're proud to support Rede Massa's shift to a modern, internet-based contribution network. This initiative is a great example of how broadcasters can innovate and simplify operations while building trust in new workflows. We look forward to continuing our cooperation with this new customer as their network evolves."
Nadia Kolli, CCO at Net Insight

Image Attachments

Rede Massa

Attachments

[Rede Massa chooses Net Insight to enable state-wide centralized operations](#)