



Press Release
Stockholm March 25, 2025

Net Insight and Globecast power Premier Padel's global expansion with IP and Cloud distribution

Stockholm, Sweden – Net Insight and Globecast are providing Premier Padel, the leading professional padel tour, with a cutting-edge IP and cloud-based distribution solution. Leveraging Net Insight's Nimbra Edge platform, Globecast ensures seamless and cost-efficient live content distribution to broadcasters and digital platforms worldwide, enabling Premier Padel to reach a broader audience with high-quality coverage.

[Premier Padel](#) is the fastest growing sport in the world with over 25 million active players across 110 countries, attracting top players and expanding its international fanbase. To support this expansion, [Globecast](#) has integrated Net Insight's Nimbra Edge into its service offering, enabling Premier Padel to transition entirely from traditional satellite distribution to an IP-based model.

This shift optimizes contribution and distribution workflows, enhancing flexibility, reliability, and scalability. By leveraging IP and cloud technology, Premier Padel streamlines operations, reduces costs, and increases efficiency while ensuring high-quality, low-latency coverage across multiple platforms and markets.

This collaboration underscores Net Insight's commitment to driving the future of live sports contribution and distribution, empowering sports organizations to expand their reach and enhance fan engagement through IP and cloud-based technology. Net Insight's Nimbra Edge is a cloud-native media transport platform that enables secure, low-latency, and scalable live content delivery with intelligent routing, real-time monitoring, and flexible deployment across IP and cloud environments.

"Our goal is to provide customers with innovative, flexible, and cost-effective solutions that align with the evolving demands of live sports broadcasting," says Steve MacMurray, Digital Development Manager at Globecast. "We deliver a cutting-edge solution for Premier Padel

together with Net Insight, increasing the number of streams carried, which translates to greater audience engagement potential, and an expanded number of events covered. This approach not only enhances broader coverage of the sport but also maximizes content availability by enabling additional streams within the same budget.”

“We are proud to collaborate with Globecast in delivering a next-generation distribution solution for Premier Padel,” says Crister Fritzson, CEO of Net Insight. “Nimbra Edge’s ability to leverage IP and cloud transport ensures a high-quality and efficient media workflow, helping Premier Padel extend its global reach with a future-proof solution.”

To learn more about Nimbra Edge and the Premier Padel use case please visit [Net Insight’s booth W1425](#) and [Globecast’s booth W2559](#) at NAB Show 2025 on April 6–9, 2025.

For further information, please contact:

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About Net Insight

Net Insight (Nasdaq: NETI B) provides the highest performing, most open video transport and media cloud technology for content providers as the industry standard for flexibility and service across live contribution, distribution and remote production media workflows.

For over 25 years, the world’s leading content owners, broadcasters, production companies, service providers and enterprises have trusted Net Insight’s Emmy® Award winning Nimbra technology to guarantee media delivery. Today, Net Insight partners with hundreds of customers in over 85 countries to ensure media flows across managed and unmanaged IP networks, and the cloud – from anywhere, to everywhere. It enables customers to get the best from any mix of virtualized, cloud and IP technology and is the only platform to support all the major industry standards, protocols and clouds.

For more information, please visit netinsight.net

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About Globecast

Globecast is the leading broadcast, media & entertainment managed services platform leading the way in the move to the cloud by providing consulting, integration and 24x7 managed services. Globecast orchestrates a solution ecosystem to design, integrate & manage advanced hybrid cloud services, from acquisition, contribution & media supply chain to distribution and delivery of live TV channels, sports, news, special events and on-demand content. Every offering is supported by a commitment to ultimate quality designed to maximize content monetization across every relevant platform

For further information, please visit www.globecast.com

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Image Attachments

[Premier Padel](#)

Attachments

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