



Press Release
Stockholm April 13, 2023

Net Insight and Globecast bolster global strategic partnership with latest IP deployment

Stockholm, Sweden – [Net Insight](#) today announces that its flagship product, Nimbra 1060, has been selected by [Globecast](#), the global provider of integrated media solutions, to help enable the company's continuing transition from SDI to an IP-based infrastructure after its move to its new Westlake Village Studios facility in Los Angeles, CA. This is the latest in a series of implementations enabling Globecast and its customers to transition to next-generation IP workflows and is a testament to the long-standing partnership between the two companies.

Earlier this year, Globecast teamed up with Net Insight to expand its European fiber backbone – part of the company's global fiber network GCBN – to 100G to meet increasing bandwidth requirements. Net Insight's Nimbra 1060 delivered the core processing capability Globecast needed to ensure maximum quality via very low latency and the tight synchronization of feeds which are essential in edge processing for remote production.

Globecast's Westlake Village Studios facility leverages Net Insight's Nimbra 1060 platform to harness unparalleled scalability, flexibility, and reliability for Globecast's media transport operations. The platform is designed to support IP-based workflows, providing seamless integration with virtualized and cloud technologies. This partnership will enable Globecast to expand its service offerings and empower its customers to drive cost and operational efficiencies. Globecast anticipates completing the move to Westlake Village Studios by the end of Q1 2024.

"We're excited to be part of Globecast's transition to a next-generation IP-based media ecosystem," said Net Insight CEO Crister Fritzson. "IP opens the door to operational efficiencies and monetization opportunities for media operators and content providers. Our flagship solution is well-versed to enable industry players to innovate and get ahead of the curve."

“We have been working closely with Net Insight to empower industry players’ seamless and efficient transition to IP-based workflows,” said Chris Pulis, CTO at Globecast Americas. “IP and cloud technologies define the future of media. The advanced capabilities and robust performance of Net Insight’s solutions will help us achieve greater service elasticity and operational efficiency, ensuring we continue to meet the highest quality standards for our customers.”

Last year, France Télévisions leveraged the Globecast and Net Insight technology partnership to replace its legacy media contribution and distribution solution and manage permanent and occasional contribution feeds between local studios across nine territories and eight press agencies.

Come visit [Globecast](#) and [Net Insight](#) at NAB Show 2023 to discuss IP-based workflows.

For further information, please contact:

Crister Fritzson, CEO of Net Insight AB, +46 8 685 04 00, crister.fritzson@netinsight.net

About Net Insight

Net Insight (Nasdaq: NETI B) provides the highest performing, most available 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. Net Insight partners with hundreds of customers in over 70 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. It is all the major industry standards, protocols, and clouds.

For more information, please visit netinsight.net.

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About Globecast

Globecast helps customers to manage and deliver content to wherever, however and whenever required. The company provides agile and seamless content acquisition, management and distribution services globally, constantly innovating and investing in new technologies to create customer-centric new services. Globecast has created the number one global hybrid fiber and satellite network for video contribution and distribution. It delivers any type of video service including: end-to-end linear and SVOD/AVOD OTT, satellite, cable, using CDNs and cloud-enabled media solutions. It supplies Content Acquisition, Aggregation and Distribution services to over 250 networks. www.globecast.com | [LinkedIn](#) | [Twitter](#)

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Attachments

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