Safari Solutions adopts Net Insight's Nimbra Connect iT for global premier sports content distribution

Stockholm, Sweden – Net Insight's new Nimbra Connect iT solution has enabled Safari Solutions to support its end customer with the first-ever global distribution of media content, without needing a third party involved. The sports content distribution from point of production to consumer platforms ensure robust, fully redundant internet delivery for tier 1 sports and seamless integration of cloud IP and baseband SDI.

Safari Solutions leverages the power of Nimbra Connect iT to provide a fully managed service that enables the end customer to focus solely on the business of content creation and monetisation. The end customer is able to harness the benefits of a new distribution model with significant cost reduction and increased control of its streams and overall brand.

"Net Insight and its Nimbra Connect iT solution have transformed our content distribution. This flexible platform has opened up the art of the possible enabling us to do things differently," says Carl Van Dusen, COO at Safari Solutions. "Having the ability to distribute one or more streams to multiple endpoints globally in various formats simultaneously, leveraging the cloud, represents a tremendous breakthrough. It opens up a monumental opportunity for a new level of global distribution and rights management."

Nimbra Connect iT brings a unified operational experience allowing remote control of edge encoders, providing important observability of stream health, and supporting dynamic stream routing while streamlining operations with a single interface, bringing a reliable, reactive operational experience. The solution delivers a fully protected virtual network using cost-effective hardware at the edge and cloud service-based core, providing a flexible commercial model for occasional use events. It also features integrated monitoring, significantly reducing the number of systems needed.

"We are thrilled to welcome Safari Solutions as a Nimbra Connect iT customer," says Crister Fritzson, CEO of Net Insight. "This highlights our innovative capabilities in providing robust, reliable, and efficient content distribution solutions ensuring seamless delivery to viewers, allowing Safari Solutions to focus on being a strategic technology partner for their customers."

[Visit Net Insight's booth 1.C48 at IBC2024 on September 13–16, 2024](#), to learn more about Safari Solutions and Nimbra Connect iT.

Investor Highlights

Customer acquisition: Net Insight secures Safari Solutions as a new customer for Nimbra Connect iT, showcasing strong market acceptance and growth potential for this solution.

Innovative offering: Nimbra Connect iT delivers robust, fully redundant internet delivery for tier 1 sports and seamless cloud IP, positioning Net Insight at the forefront of media network solutions.

Operational efficiency: The solution enables remote control of edge encoders and supports routing and monitoring, providing customers with streamlined and reliable operations.

The order was received in Q3, 2024.

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 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 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 and is the only platform to support all the major industry standards, protocols and clouds.

For more information, please visit netinsight.net

Follow us: LinkedIn: linkedin.com/company/net-insight/ X: x.com/NetInsight

About Safari Solutions

For more information, please visit safari-solutions.com

Image Attachments

Net Insight Safari Solutions logos

Attachments

Safari Solutions adopts Net Insight's Nimbra Connect iT for global premier sports content distribution