



“Who you are matters”: Net Insight addresses the future of hybrid media technology

Net Insight targets information that could be limiting the effective adoption of cloud and IP technology

Stockholm, Sweden — *Net Insight aims to engage audiences around the world to adopt hybrid workflows seamlessly, reliably, and efficiently. The “Who you are matters” marketing campaign puts customers at the center, giving broadcasters, production companies, and service providers the information they need to unlock the benefits and challenges of cloud and IP.*

“Businesses striving to deliver major sports, news, entertainment, and corporate events to audiences worldwide face very different challenges depending on the type of event, the services they offer, and their existing technology infrastructure. The first issue often identified by the industry is the [fast-evolving, crowded media market](#) — there are so many vendors, products, and services to evaluate,” said Yaya Selva, Global Marketing Director at Net insight. “Our mission is to provide the right information, at the right time, through the right channels. We’re also calling on the industry to reconsider the way we all communicate so that we can collectively empower more organizations to focus on their foundation and infrastructure to make it scalable and future-proof.”

“Who you are matters” because everyone looking to deliver media has unique business and operational requirements. When it comes to choosing the right solution, one size does not fit all. Companies have to navigate technical demos, case studies, and solutions to find the real business benefits. This could impact the speed and success of innovation as they may hesitate to transition to cloud and IP or opt for solutions that may not be the most suitable for their needs.

Net Insight’s campaign is built around streamlined information designed to enable everyone, regardless of their technical knowledge, to find the right solutions they need to make informed decisions. Net Insight’s solutions are clearly tailored to different media customer challenges and requirements, providing insight into various business goals, workflows, and technologies.

"The fast pace of innovation means that we all need to be able to rapidly access insight and expertise that helps us achieve our business goals," said Silvia Botella, Marketing Manager at Red Bee Media. "We applaud Net Insight's initiative to streamline the way technology is discussed. It would be brilliant to see more of an industry focus on providing educational content. By doing this, we can also support more people as they start a career in video production – which would help to address the need for more talents in the industry."

"It is one thing to discuss and predict the unknown future of media," said Stan Moote, CTO at IABM. "The challenge really is being able to unearth the right mix of products, services, and workflows along with industry specialists to assist you with dovetailing tomorrow's media and business needs into your day-to-day projects and workflows."

For 25 years, the world's leading content owners, broadcasters, production companies, service providers, and enterprises have trusted Net Insight to deliver the biggest sporting, news, entertainment, and corporate events to audiences worldwide. Net Insight's solutions are deployed by hundreds of customers in over 70 countries to keep their mission-critical media networks running smoothly. The world's leading brands – from The Switch and Tata Communications to Red Bee, LinkedIn, and Shanghai Media Group – rely on Net Insight to connect content to audiences.

Explore "Who you are matters" on the revamped website netinsight.net.

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 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

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[Who You Are Matters](#)

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