



Net Insight transforms media contribution and distribution with Microsoft Azure

Stockholm, Sweden – Net Insight makes its Nimbra Edge media transport solution available on Microsoft Azure and will work with Microsoft to help customers who are looking for a cost-efficient contribution and distribution solution to leverage Azure Networking globally. Nimbra Edge is now available through the Azure marketplace from where it can be deployed quickly and easily.

The consumers' demand for personalized, immersive content accessible anytime has radically shifted the consumption patterns towards OTT payout. As a result, cloud technology and virtualized media functions are becoming a key part of the media supply chain to drive both efficiency and scale. For media companies, the investment required to build out large-scale presence and connectivity is very high. In addition, the ongoing trend among service providers is partnering with public cloud providers in order to reap the benefits of the cloud, all while ensuring last mile connectivity and serviceability.

To meet the increasing demands for media innovation and agility, industry-wide partnerships are increasing in importance; thus, Net Insight is extending its Nimbra Edge offering to include the service on top of Microsoft Azure. This will enable media companies who want to run on hyperscale cloud infrastructure to leverage the global infrastructure, scalability, and innovation of Microsoft Azure; in addition, they will be able to do so while connecting their media equipment to a low-latency, elastic, reliable, and easy-to-use media contribution and distribution platform.

“We see the cloud as an enabling and transforming technology for media companies,” says Rainer A. Kellerhals, Managing Director, Media & Communications EMEA at Microsoft. “And we partner with companies like Net Insight, who are experts in media transport solutions, to help media companies leverage Microsoft Azure for their specific requirements. Nimbra Edge enables media companies and communications service providers to use the global Azure infrastructure for streamlining contribution and distribution workflows.”

Nimbra Edge builds on Net Insight's more than 20 years' experience of media transport, together with competencies gained while developing the low-latency streaming technology Sye, recently acquired by a global cloud provider. Nimbra Edge offers a hybrid cloud infrastructure that enables media companies to easily connect, manage, and consume low-latency, high-quality videos anywhere. Current Nimbra customers can now, with a software upgrade, connect existing appliances to Nimbra Edge, thus finding a safe on-ramp to cloud infrastructure.

"Connecting current media infrastructure to the cloud will enable new workflows, as well as ensuring the next generation of innovation by leveraging the power of hyperscale cloud," says Ulrik Rohne, VP Media Networks at Net Insight. "Partnering with Microsoft Azure shows the innovation that Net Insight brings to the industry, simplifying deployment and operations and helping customers to transform their media workflows."

For further information, please contact:

Ulrik Rohne, VP Media Networks at Net Insight, +46 8 685 04 00, ulrik.rohne@netinsight.net

About Net Insight

Net Insight is a global leader in media networks and resource optimization. With more than 20 years' experience, Net Insight is a trusted and important partner and a leading force in the media tech industry in creating a better media experience.

Net Insight is powering the evolving media business in a connected world where technology enables seamless meetings between producers, distributors and consumers of content – regardless of geographical location, technical resources or distribution network. With its deep market knowledge and insight, genuine customer focus and world-leading innovative technology, Net Insight makes it easier to create and deliver better content in a more reliable and effective way. Net Insight is driven by the idea that everything can always be done smarter, for both its customers and their customers.

More than 500 world-class customers run mission-critical media services using Net Insight's solutions in more than 60 countries worldwide. Net Insight is listed on Nasdaq Stockholm.

For more information, please visit netinsight.net

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