



Red Bee selects Net Insight to deliver the next generation Media Trust Boundary for 100GE IP media services

Stockholm, Sweden – Net Insight announces the successful implementation of the world's first 100GE IP Media Trust Boundary for the delivery of an uncompressed IP playout solution to Red Bee Media, one of the world's leading managed services providers in the media industry. The deployment is used in Red Bee Media's IP-based, software-only Managed Playout Service, enabling highly flexible and qualitative service distribution and monitoring for major public and commercial broadcast customers in the UK.

Net Insight's Nimbra media transport platform forms the trusted IP media backbone of a new 100GE IP network between Red Bee Media's key playout management locations in London and Manchester. It includes the first deployment of Net Insight's new Media Pro Application, a fully programmable, adaptable and scalable foundation for handling high data volumes of ST 2022 and ST 2110 IP video, audio and data for the most demanding live events and production workflows.

"Red Bee Media has a fantastic heritage of delivering high-quality media services for some of the biggest names in the industry. We are proud to have extended our long-standing relationship by placing our next-generation IP-based Nimbra platform at the heart of Red Bee Media's playout network," said Net Insight CEO, Crister Fritzson. "The transition to 100GE, IP, virtualized and hybrid cloud environments is gathering pace as media organizations seek greater agility and scalability to keep pace with dynamically shifting markets. Building networks on the open-standards based Nimbra means that Red Bee Media and its customers can be sure they have true flexibility and access to ongoing innovation."

Security is a vital component for a reliable SDI to IP transition. The Nimbra Media Pro App ensures media service delivery points within the network remain tamper-proof. To secure restricted delivery of approved IP media between operation centers on the 100GE wide area network, the application leverages the IP Media Trust Boundary feature which strictly controls which IP media traffic is allowed to pass.

To simplify the orchestration in Red Bee's IP-based software-only Managed Playout Service, Net Insight's Nimbra solution supports the Networked Media Open Specifications (NMOS) standard. NMOS-based orchestration creates the common language amongst multiple vendors enabling Red Bee Media to deliver stream control and management between sites and leverage a broad range of existing and future technologies from different partners.

Robert Luggar, Head of Playout Engineering & Platform at Red Bee Media commented: "We always strive to develop our services using best-of-breed technology solutions. The Nimbra Media Pro App is an important part of our leading IP processing ecosystem, which allows us to deliver the reliable, flexible and future-proof uncompressed playout services our customers are expecting."

The order was delivered during Q1, 2021.

For further information, please contact:

Crister Fritzson, CEO of Net Insight AB +46 733 35 7001, crister.fritzson@netinsight.net

Platform Communications for Net Insight

netinsight@platformcomms.com

Farah Jifri/Nana Rodaki

+44 (0) 745 515 9523

About Net Insight

Net Insight (Nasdaq: NETI B) is defining new ways to deliver media, opening up opportunities for content owners, broadcasters, production companies, service providers and enterprises to produce and deliver the future of live sport, news and online content. The company is driving the transformation to IP, virtualization and cloud workflows and has built the market's most open and cloud-ready media delivery platform for contribution, distribution, live production, and orchestration.

For over 20 years the world's leading media brands have trusted Net Insight and the company is recognized for having set the benchmark for media transport. Now Net Insight is combining its broadcast heritage and R&D expertise with the deep IP knowledge gained from developing its own streaming solution to evolve Nimbra, its Emmy® Award winning video transport solution, for the new media era. With a strong vision for the future of IP and cloud, Net Insight is helping the world's leading media brands to simply and cost-effectively produce and deliver content to viewers anywhere.

For more information, please visit netinsight.net

Twitter: @NetInsight, twitter.com/NetInsight

LinkedIn: @Net Insight, www.linkedin.com/company/net-insight/

About Red Bee Media

Red Bee Media is a leading global media services company headquartered in London, with 2300 media experts in Europe, the Middle East, Asia Pacific and North America. Every day, millions of people across the globe discover, enjoy and engage with content prepared, managed, broadcast

*and streamed through Red Bee's services. The company empowers some of the world's strongest media brands, broadcasters and content owners to instantly connect with audiences anywhere at any time. Through an end-to-end, managed services offering, Red Bee provides innovative solutions across the entire content delivery chain – covering Live & Remote production, Managed OTT, Distribution, Media Management, Access Services, Content Discovery, Payout and Post-Production. **Red Bee – Wowing audiences. By creating what's next.***

Web: www.redbeemedia.com Twitter: [@redbeemedia](https://twitter.com/redbeemedia) LinkedIn: [Red Bee Media](https://www.linkedin.com/company/red-bee-media)

For more information please contact

Jesper Wendel, Head of Communications, Red Bee Media

jesper.wendel@redbeemedia.com

+33(0)786 63 19 21

Attachments

[Red Bee selects Net Insight to deliver the next generation Media Trust Boundary for 100GE IP media services](#)