

Leading service provider goes cloud-centric with Net Insight's Nimbra Edge for remote sports contribution

Stockholm, Sweden – Net Insight has been selected by a leading service provider in the UK to deliver its Nimbra Edge media transport platform and Nimbra 400 appliances for seamless contribution of live sports content from multiple venues to a centralized production facility. The solution will be in full operation ahead of the 2025/2026 major sport season.

With Nimbra Edge and Nimbra 400 deployed across each training ground and the main production facility, the service provider is enabling a cost-efficient and reliable contribution service over the public internet. This fully managed setup ensures enhanced coverage and faster workflows, extending the reach of live sports content from preparation to prime time.

The win with this new customer underscores Net Insight's strong position in providing reliable, scalable, and future-ready media transport solutions meeting high customer demands and addressing the evolving demands of the media industry. Also, reflecting the growing trend among rights holders and production teams to bring more content and value to fans, media partners, and sponsors by leveraging a broader range of delivery methods like internet delivery.

The order was received and delivered in Q2, 2025. While the initial investment is relatively limited, the solution is designed to scale as the customer's needs grow. Net Insight operates a software-driven business model where recurring revenues, tied to capacity, usage, and platform features, create long-term value for both parties. Through close collaboration over time, Net Insight and the customer can grow together, with the platform continuously optimized as the customer's operations and production workflows evolve.

"We are very proud to be selected by the service provider, and this is a great example of how we support our customers with innovative IP and cloud-based workflows that expand their media reach," says Andreas Eriksson, Chief Commercial Officer at Net Insight. "This deal highlights our strong position in the fast-growing segment of internet-based contribution and underscores our long-term commitment to delivering scalable, trusted solutions for premium live sports."

The deployment adds to Net Insight's momentum in the sports segment, combining collaboration and flexibility with the ability to grow coverage and reduce operational costs.

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 with hundreds of customers in over 85 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.

Net Insight also provides time synchronization for 5G and other critical networks. The innovative Zyntai solution improves network resilience, and reduces costs and deployment time.

For more information, please visit netinsight.net

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