Net Insight Elevates Nimbra Edge to Govern Live Media Systems under Pressure

Stockholm, Sweden — **At NAB Show 2026, Net Insight will showcase the next evolution of Nimbra Edge, its orchestration and control layer designed to manage live media services across complex, multi-domain environments.**

As part of the [Nimbra Live Intelligence](#) approach to predictable live media operations, Nimbra Edge brings system-level intelligence, automation and service-level control to complex, multi-domain live environments.

As live media operations scale across more networks, partners and environments, maintaining operational control has become increasingly difficult. Broadcasters and service providers are managing more live feeds, more venues and more partners than ever before, often across unmanaged networks, cloud platforms and shared responsibility models where traditional device-level control and manual operations no longer scale.

To address this system-level challenge, Net Insight has adopted a platform-based approach to live media, where intelligence, visibility, automation and control operate above individual devices and networks. Nimbra Edge transforms complex, multi-domain live media environments into controlled, repeatable services through automation and service-level orchestration, enabling operators to scale operations with confidence instead of managing growing complexity.

Designed as an open, standards-based and modular layer, Nimbra Edge integrates seamlessly into multi-vendor live media ecosystems and existing industry workflows, without disrupting established operational models.

"As live operations scale across more networks, partners and environments, maintaining control becomes increasingly difficult," says Andreas Eriksson, CEO of Net Insight. "Nimbra Edge is designed to give operations teams a practical way to govern live services under pressure, ensuring predictable behavior across real-world networks."

By shifting from device management to system-level control, Nimbra Edge delivers clear operational value. Automation reduces reliance on manual configuration, enabling faster and more consistent service deployment. Predictable service behavior is maintained across managed and unmanaged environments, even as network conditions and responsibilities vary. As a result operational incidents are reduced during peak events, and failures are prevented through proactive, system-level control rather than reactive troubleshooting. As scale, geography, and partner involvement increase, operations teams remain in control and agile, while total cost of ownership is lowered through simplified scaling, reduced operational overhead, and platform agility.

"As our live operations expand across more venues, customers and network domains, operational complexity becomes a real challenge. Before Nimbra Edge, scaling services often meant more manual configuration and increased operational overhead," says Steve MacMurray, Head of Digital Media Development at Globecast. "With Nimbra Edge, we can manage transmissions at the service level, enabling faster deployment and scaling of live media workflows while maintaining the reliability our customers expect. It strengthens our operational control across hybrid IP and satellite networks and supports Globecast Content Exchange platform to deliver seamlessly the highest quality, flexible and resilient distribution which is essential for modern live events."

Nimbra Edge is a foundational component of Nimbra Live Intelligence, Net Insight's system-level approach to predictable live media. It governs live services running on the Nimbra Live execution layer, turning system intelligence and automation into repeatable, reliable outcomes in real-world environments.

Net Insight will showcase Nimbra Edge as part of its Nimbra Live Intelligence portfolio at NAB Show 2026. Please book a meeting here and visit Net Insight's booth W1653 on April 19–22, 2026.

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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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Image Attachments

Nimbra Edge

Attachments

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