



Net Insight powers Arena Sport to secure live sports in the Balkans

Stockholm, Sweden – Arena Sport in Serbia has selected Net Insight to provide a new contribution network based on the Nimbra platform throughout the Balkans.

Arena Sport is a pay tv sports network that recently won the broadcasting rights for NBA and Euronews Serbia in the Balkans. Supported by a local Net Insight partner, Tera Adria, and Net Insight's Professional Services team, they have built a new network for secure and reliable transmission of live sports content. The network connects the satellite reception location in Belgrade in Serbia with the main center in Belgrade, and a remote studio in Ljubljana in Slovenia, where the sports content is being localized and then transmitted over the Balkans region.

"We have successfully launched new high-end sports broadcasts to our viewers, thanks to an easy and fast network deployment," says Darko Petrovic, COO at Arena Sport. "It has been enabled by Net Insight's high-quality solution which empowers dynamic and reliable media transport.

"Arena Sport is a new customer of ours and we are thrilled to support them in accomplishing new sports broadcasting with highest quality," says Crister Fritzson, CEO at Net Insight. "We look forward to continue working together in the future to satisfy the needs of dedicated live sports fans in this region."

The order was delivered during the fourth quarter 2019 and the first quarter 2020, with a total order value of approximately EUR 150,000.

For further information, please contact:

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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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About Arena Sport

For more information, please visit tvarenasport.com/

About Tera Adria

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Attachments

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