



Press Release
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Net Insight sets a New Standard for Live Media Operations with Nimbra Live Intelligence

Providing Predictability, Visibility and Control Across Networks, Clouds and Organizations as Live Workflows Scale

Stockholm, Sweden - At NAB Show 2026, Net Insight introduces Nimbra Live Intelligence defining a new category and setting a new standard for live operations: the Open Media Platform for Live. Built as one platform with three distinct layers, Nimbra Live Intelligence is deployed across production, distribution and protection workflows. Delivered through Nimbra Live Performance, it enables live media environments to operate as predictable systems without requiring a proprietary stack or rip-and-replace transformation.

Live media has become the most demanding workload in the world's networks. Audiences expect perfection, rights are increasingly valuable, and failures are instantly visible. At the same time, live workflows now span venues, studios, public internet, cloud platforms, service providers and partners – operating across shared responsibility models.

For broadcasters, content owners and service providers, the challenge is no longer codecs, bandwidth or cloud adoption. The real challenge is operating live media with confidence as scale, complexity and operational pressure continue to grow.

Nimbra Live Intelligence addresses live media as a system-level challenge rather than a product problem. It enables live media environments across networks, clouds and organizations to operate predictably, visibly and controllably even under extreme conditions. This represents a shift from selling individual technologies to delivering operational confidence at scale.

“For years, the industry has tried to solve live media challenges by optimizing individual components,” says Andreas Eriksson, CEO of Net Insight. “But live media doesn't fail because one device breaks. It fails when systems lose predictable behavior under pressure. With Nimbra Live Intelligence, we address live media as a system-level challenge, not a product problem, enabling visible and controlled operations across networks, clouds, and organizations – even under extreme conditions and delivering operational confidence at scale.”

In live sports and other mission-critical workflows, peak performance is not enough. What matters is predictable behavior during congestion, failures, peak events and rapid change. Nimbra Live Intelligence governs live media behavior end-to-end across managed networks, public internet and cloud environments protecting SLAs, revenue and brand trust when the stakes are highest.

“What matters to us is knowing how the entire live service will behave, not just whether individual devices are running,” says Andreas Langell, CEO of Mobilelinks. “With Nimbra Live Intelligence built on an Open Media Platform approach, we gain real-time visibility and control across networks, cloud, and partners.”

Across contribution, remote production, distribution, studio interconnect and protection, Nimbra Live Intelligence treats live media as one predictable system – changing the operational economics of live media. Predictable systems fail less often, recover faster, require less over-provisioning, scale without redesign and reduce manual operations and staffing pressure. As scale and complexity increase, the outcome is a lower total cost of ownership over time.

Designed for today’s live media ecosystem, Nimbra Live Intelligence enables secure, vendor-agnostic collaboration across multi-network and multi-organization environments – without sacrificing predictability or operational confidence.

Net Insight will showcase Nimbra Live Intelligence and the Open Media Platform for Live at NAB Show 2026. [Please book a meeting and visit Net Insight’s booth W1653](#) on April 19-22, 2026. [Explore Net Insight’s NAB Campaign here.](#)

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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Image Attachments

[Nimbra Live Intelligence](#)

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