



## Nimbra Edge enables simplified and smarter cloud media transport for Globecast

**Stockholm, Sweden – Globecast has expanded its use of Net Insight’s Nimbra technology by deploying Nimbra Edge, significantly streamlining its media transport operations. This highlights how Net Insight’s technology for unmanaged\* networks enables media service providers to optimize resources while ensuring top quality and security. The order falls within one of Net Insight’s growth areas, solutions for unmanaged networks. It’s a strong reflection of the company’s increasing focus on this expanding segment with high potential.**

Globecast has long relied on Nimbra products to manage media flows for both ad-hoc events and static deployments. By integrating Nimbra Edge, Globecast is achieving a transformative reduction in operational complexity, empowering a larger pool of staff to seamlessly support media transport from any location.

Key to the optimization is the combination of Nimbra Edge and Edge Connect, an application to transport live streams from and to Nimbra Edge, which enables rapid and secure deployment of media gateways. Once connected to the internet, Nimbra Edge automatically detects and integrates these gateways through a secure, encrypted channel. This allows operators, whether on-site or remote, to configure and manage media services via a simple, secure user interface or automate workflows through a REST API.

Nimbra Edge is designed as a scalable cloud-based solution with strong growth prospects over time as customers expand usage across events, locations, and services, supporting the company’s long-term, sustainable growth.

“With Nimbra Edge, we have taken a major step forward in operational efficiency,” says Eddie Ferraro, Managing Director at Globecast Americas. “The automation and remote management capabilities enable us to support events with greater flexibility while ensuring the security and reliability our customers expect. This deployment comes at a perfect time as we officially open for business in our new home in, Westlake Village, California. The move was completed without impacting our 24/7 broadcast operations. It has also created exciting new business opportunities as we transition to an IP infrastructure including ST-2110.”

“Working closely with Globecast to simplify and scale their operations is truly rewarding. Their adoption of Nimbra Edge is a great example of how our technology helps media service providers optimize their resources while maintaining the highest standards of quality and security,” says Crister Fritzson CEO of Net Insight. “At Net Insight, we are committed to enabling our customers with solutions that simplify workflows and enhance operational agility.”

To learn more about Nimbra Edge and Globecast’s deployment please visit [Net Insight’s booth W1425](#) and [Globecast’s booth W2559](#) at NAB Show 2025 on April 6–9, 2025.

\*Managed networks provide connectivity under a service-level agreement with service providers or within dedicated private networks and is used for high-value or mission-critical media services. Dedicated resources proactively manage the network to ensure quality, with the ability to immediately resolve issues through active monitoring and planned maintenance.

**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.*

**For more information,** please visit [netinsight.net](https://netinsight.net)

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*Globecast is the leading broadcast, media & entertainment managed services platform leading the way in the move to the cloud by providing consulting, integration and 24x7 managed services. Globecast orchestrates a solution ecosystem to design, integrate & manage advanced hybrid cloud services, from acquisition, contribution & media supply chain to distribution and delivery of live TV channels, sports, news, special events and on-demand content. Every offering is supported by a commitment to ultimate quality designed to maximize content monetization across every relevant platform*

**For further information,** please visit [www.globecast.com](https://www.globecast.com)

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## **Image Attachments**

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[Net Insight Nimbra Edge](#)

## **Attachments**

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