

Net Insight launches IP-flexible JPEG XS to meet growing sports broadcasting demands

120 Trust Boundary encoders per device

Stockholm, Sweden – Net Insight launches a new IP-flexible upgrade for its Nimbra platform, delivering higher JPEG XS efficiency, built-in IP security, and seamless SDI/IP adaptability to power the industry's transition to next-generation live production.

The launch comes as the global sports broadcasting technology market is projected to reach USD 84.83 billion in 2025, driven by increasing demand for live content. Media companies are rapidly shifting to IP-based workflows for greater flexibility and scalability compared to traditional SDI setups.

According to IABM, centralizing assets and enabling remote production allows faster delivery of live content across both broadcast and digital platforms. Net Insight's IP-flexible JPEG XS innovation directly supports these trends, combining standards-based interoperability, reliable connectivity, and high-density compression in one reconfigurable package.

Key benefits of the software upgrade include:

- Easily switch between IP, SDI, uncompressed and compressed formats
- Standards based interoperability with studio, Cloud and transport networks
- SMPTE RP 2129 Trust Boundary for secure and reliable IP connectivity
- Up to 20% increase in JPEG XS encoding density including UHD-4K
- Reduced network costs with near-lossless image fidelity and minimal delay

This flexibility bridges today's SDI investments with emerging ST 2110 infrastructures. Large production hubs are trending toward IP, while remote and mobile facilities often remain SDI-based. Net Insight's modular Nimbra hardware can now be reconfigured via software to support SDI, ST 2110 or ST 2022-6, as well as TR-07 and TR-08 JPEG XS standards – protecting existing investments while enabling smooth IP migration.

The need for such adaptability is clear: the U.S. live sports market alone has grown by over 50% since 2021, reaching 90 million monthly viewers in 2025.

“We are excited to deliver this breakthrough in live IP production,” says Crister Fritzson, CEO of Net Insight. “With sports media rights growing at a CAGR of around 12% and driving demand for more HD and HDR content, this upgrade helps production companies and service providers deliver world-class live coverage with leaner, more reliable operations.”

“Modern productions demand adaptable tools,” says Christer Bohm, VP Product Management at Net Insight. “This enhancement sets a new benchmark for flexible, reliable and secure workflows, ensuring technology never becomes an obstacle to high-quality live production.”

Key features:

- 120 JPEG XS UHD encoders per device
- Trust Boundary secured flows for class leading reliable IP
- Flexible ST 2110, ST 2022-6, SDI, TR-07 and TR-08
- Widely interoperable NMOS control
- Open API programmable

For more information about the new JPEG XS solution and how it can power live production at scale, please visit [Net Insight's booth 1.B47](#) at IBC2025 on September 12–15, 2025.

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.

In addition, Net Insight provides a GNSS/GPS-independent time synchronization solution for 5G and other critical networks, offering high accuracy and performance, reducing costs and accelerating rollouts.

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