



Collaboration between Net Insight and DMC Production for top Danish football leagues

Stockholm, Sweden – Net Insight and DMC Production have entered into a collaboration that positions the Danish football leagues at the forefront of sports broadcasting in the Nordics by leveraging Net Insights technology. Net Insight will provide its cutting-edge technology and services to enable Matchday Production, a joint venture between Denmark’s leading sports league Superligaen A/S and DMC Production, to deliver high-quality, centralized live production for Denmark’s premier football leagues.

DMC Production will utilize Net Insight's efficient and scalable solutions enabling remote production and VAR (Video Assistant Referee) to cover over 800 annual matches across top Danish football leagues from a production center in Copenhagen, with the goal to give fans a superior viewing experience.

The use of Net Insight’s Nimbra platform will streamline workflows, reduce on-site crews, and cut environmental impact. Nimbra, with its integrated inter entity Trust Boundary, also offers simplified management with highest reliability at full transmission speed, keeping integrity and end-to-end monitoring for each transport stream.

“The Nimbra platform delivers the reliability and trust required, as we have seen from many of Net Insight’s reference cases in remote production,” says Trond Hermansen, Group CTO DMC Production. “Together with Net Insight, we are setting a new benchmark for sustainability and quality in live sports broadcasting in Denmark.”

“We are thrilled to partner with DMC Production in this pioneering venture,” says Crister Fritzson, CEO of Net Insight. “Our collaboration is a testament to our commitment to innovation and excellence in the field of live sports broadcasting.”

Investor highlights

Strategic industry collaboration: Yet another market in the Nordics has moved towards Net Insight’s transformational technology for live sports.

Innovation and technology leadership: Net Insight is has taken a first step towards transforming Danish football broadcasting by introducing pioneering centralized production and VAR, reinforcing our tech leadership.

Sustainability and efficiency: Our enabling of remote production significantly cuts carbon emissions, aligning with eco-friendly trends and potentially reduces costs, underscoring our forward-thinking strategy.

The order has a value of over EUR 1 million and will be delivered during the spring of 2024.

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 70 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

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About DMC Production

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