



Global Recruitment & Executive Search | Content & Media Specialists

Content & Media Snapshot

INDUSTRY INSIGHTS - SEPTEMBER 2024

September - A positive month for the industry with a successful IBC, new partnerships and further advancements in the latest tech releases

In this issue, we explore the latest advancements and partnerships in the broadcast and media technology landscape this month, highlighted by the prestigious IBC2024 event... what a show! Ross Video celebrated a significant achievement with OverDrive's Best of Show award, while Ateame and Grass Valley announced a strategic partnership aimed at revolutionizing live content production.

Additionally, innovations from the show have been in abundance with companies such as MediaKind, LiveU, and Zero Density pushing our industry forward and flourishing in our evolving domains

With so much news and growing optimism within the industry, IBC was a significant hub of innovation and collaboration that is represented by this month's fantastic array of news!

In this issue:

[Ross Video Wins Best of Show at IBC2024 with OverDrive Production Automation](#)

[Ateame and Grass Valley Forge Strategic Partnership to Transform Live Content Production following IBC2024](#)

Featured Companies

- | | |
|----------------|--------------|
| Ross Video | Ateliere |
| Bitmovin | Riedel |
| Irdeto | Ateame |
| Amagi | Grass Valley |
| Mediakind | LiveU |
| Thinkanalytics | Zero Density |

Fancy a listen?



Ross Video Wins Best of Show at IBC2024 with OverDrive Production Automation

Ross Video proudly announce that OverDrive has won the Best of Show award at IBC2024, highlighting a significant achievement in the company's 50-year history of innovation in live video production.

This award recognizes the top media and broadcast technology products showcased at the event, with hundreds of entries evaluated by industry experts. Key criteria included product features, ease of use, integration capabilities, and market uniqueness. Shawn Snider, VP of Production Workflow, expressed Ross video's honour at the recognition, while Andréanne Tremblay, a long-time OverDrive operator, celebrated the award in the company's milestone year.

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Irdeto and Bitmovin Join Forces to Deliver Secure, Low-Latency Streaming with an Exceptional User Experience

Irdeto and Bitmovin have announced a strategic partnership to enhance secure video streaming experiences, integrating Bitmovin's Player and Analytics suite into Irdeto Experience.

This collaboration aims to provide operators with seamless, high-quality streaming, low-latency solutions, and advanced advertising and security features. By extending device reach in the Smart TV market, the joint offering ensures an optimal and secure viewer experience for live sports and premium content.

This partnership will empower operators to efficiently address the evolving demands of the streaming landscape and deliver innovative solutions to their audiences.

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MediaKind Partners with ThinkAnalytics to Elevate AI-Driven Content Discovery and Advertising Solutions

MediaKind has announced a strategic partnership with ThinkAnalytics to enhance its MediaFirst TV Platform with advanced AI-driven content discovery and advertising solutions.

This integration of the Think360 suite will bolster MediaFirst's recommendation engine, enabling enhanced user engagement and monetization. Key benefits include AI-driven personalization, natural language search capabilities, and precision-targeted advertising using first-party data.

Ashish Patel, President of Operator Platforms at MediaKind, emphasized that this collaboration empowers customers with innovative tools for optimizing streaming services and enhancing user experiences.

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Ateliere Live Wins Best of Show at IBC2024 for Innovative and Sustainable Live Production Solutions

Ateliere Creative Technologies announced that Ateliere Live has won the Best of Show award at IBC2024 in the TVBEurope category. This cloud-native live production and editing platform is designed to be more cost-efficient and environmentally friendly than traditional systems. The awards recognize the best media and broadcast technology solutions showcased at IBC2024, evaluated by a panel of industry experts. Ateliere Live integrates production editing, mixing, and graphics on a single platform, enabling advanced proxy editing and REMI workflows.

Andy Hooper, Senior VP of Live Products, highlighted its potential to reduce costs by up to 70% and carbon footprints by up to 90%.

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Ateme and Grass Valley Forge Strategic Partnership to Transform Live Content Production at IBC2024

Ateme, a leader in video delivery solutions, announced a strategic partnership with Grass Valley at IBC2024. This collaboration integrates Ateme's advanced video compression with Grass Valley's AMPP, the first open software-defined platform for live content production.

The partnership aims to revolutionize media processing by enhancing operational efficiencies and providing scalable solutions for content providers and broadcasters worldwide.

The seamless integration allows content producers to streamline workflows, reduce costs, and improve broadcast quality. The integrated solution is available immediately, with ongoing support and updates to ensure optimal performance and compatibility with future advancements in media processing technology.

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Riedel Communications Launches Smart Audio & Mixing Engine (SAME™) to Revolutionize Broadcast Audio Production following IBC2024

At IBC2024, Riedel Communications unveiled the Smart Audio & Mixing Engine (SAME™), an innovative audio processing software suite designed to revolutionize the broadcast audio landscape.

Tailored for modern workflows, SAME leverages advanced server cluster technology to deliver scalable processing capabilities. Featuring over 30 tools, including automatic leveling, dynamic equalization, and loudness meters, it supports a variety of applications like voice-over and automated mixing. The unique Audio Pilot feature enables centralized monitoring for multilocation productions. Together with the Riedel STAGE management platform, SAME streamlines operations and enhances flexibility to meet the evolving demands of the audio production industry.

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LiveU Unveils LiveU IQ: A Revolutionary Breakthrough in IP-Video Transport Technology

Eighteen years after pioneering video-over-bonded-IP and the wireless IP-video protocol, LiveU has unveiled a groundbreaking advancement in IP-video transport. LiveU IQ (LIQ™) dynamically switches mobile network operators to optimize cellular connections in any location, utilizing innovations in eSIMs, AI, and hybrid data algorithms. LIQ intelligently bonds cellular options to ensure reliable transmission, while the platform provides visibility into performance improvements for users, making live streaming easier and more efficient. Co-founder and CEO Samuel Wasserman emphasized that this customer-centric innovation allows for real-time selection of the best-performing networks, enhancing connectivity even in challenging areas.

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Irdeto and Bitmovin Join Forces to Deliver Secure, Low-Latency Streaming with an Exceptional User Experience

Zero Density was awarded the CSI Award for Best Remote or Virtual Production for its Reality5 platform at IBC2024. This innovative virtual production solution empowers creators to produce hyper-photorealistic real-time graphics for various formats, including Virtual Studio, Augmented Reality, and Extended Reality. With capabilities for curved, flat, cube, J-shape, and floor-to-sky panel LED productions, Reality5 enhances storytelling through dynamic visuals and data-driven graphics. Its seamless workflow integration represents a new paradigm in visual storytelling, showcasing Zero Density's leadership in integrated virtual production and motion graphics solutions, whilst boosting operational efficiency and deliver strong results.

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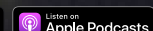
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