

## New media network showcased

### InAria! Networks/ Speedcast International

By **Ian McMurray**

IBC provides the first major European opportunity for Speedcast International to showcase its content distribution platform, the Speedcast Media Network. Through a hybrid network, the Speedcast Media Network allows broadcasters to distribute content anywhere, at any time and at a fraction of the price of traditional satellite.

The Speedcast Media Network operates through a hybrid solution of IP (managed and unmanaged), satellite, fibre, MPLS and cellular services to guarantee, according to the company, the distribution of broadcast-quality video. It offers linear and digital services, as well as point-to-point and point-to-multipoint connections. The Speedcast Media Network is powered by Speedcast exclusively-licensed InAria! Ottvideo technology.

The Speedcast Media

Network is expected to benefit customers in a number of markets, such as maritime, news and sports. It will allow sports broadcasters to distribute high-quality content and to live stream sports matches over the air to viewers' smart devices.

Erwan Emilian, executive vice president, enterprise and emerging markets, Speedcast, said: "The media world is undergoing a massive shift. Not only are people demanding a greater variety of content, the amount of high-quality content



being created is also rising. We're very excited to introduce the Speedcast Media Network, which will make it easy and

affordable to distribute and consume high-quality content from anywhere in the world."

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