

Trace brings urban music to the world with Media Excel HERO encoders

By continuing to work closely together, Garland, Simplestream and Media Excel have each been able to evolve their offerings

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Amsterdam, September 13, 2017 — There may not be an ‘I’ in team, but there must be a number three in their somewhere — the cooperative approach to problem solving by three digital-solutions industry leaders proves it. Since 2014, Simplestream, a leading provider of video services for the media and entertainment industry, has been working with the experts at digital video solutions provider Garland and multi-screen encoder/transcoder provider Media Excel to expand their offerings to their customers.

Simplestream provides Over the Top (OTT) Live and Video on Demand (VOD) streaming solutions, including fully automated catch-up services for desktop, mobile, tablet and TV. They have a diverse customer base, which includes shopping channels, horse racing, gaming, sport, news and entertainment. Ever the innovator, at IBC 2017 in Amsterdam running from 15-19 September, they will be unveiling their enhanced suite of modular cloud-based solutions, including the official launch of “VOD-in-a-Box”, Network PVR and enhanced live video editor (you can find them on stand #14.D11).

Media Excel’s product line has been developed in line with the needs of Simplestream’s customers and their own white label live, on demand and catch-up offering. Earlier this year, Garland supplied Simplestream with Media Excel HERO 1RU platforms with the HERO Management System running in the cloud. Each HERO is running five services that are encoded in adaptive bitrates and in multiple formats.

In turn, Simplestream was able to assist urban music and entertainment company, Trace, in building its new subscription video-on-demand (SVOD), live TV and radio offering called TracePlay. In less than 12 week, Simplestream had completed the project, which includes content ingest, transcoding and service management.

Trace, based in Paris, offers direct and live access to 10 music and sports TV channels, 31 FM and digital urban music radio stations, and a selection of urban TV series, films and documentaries. Its audience spawns across 80 countries — from Africa to Europe, the United States, the Caribbean and Indian Ocean — and is scheduled to expand to 200 countries.

“We saw many advantages to this encoding platform,” says Lorna Garrett, Commercial Director at Garland. “Not only does it offer a wide set of features, but it is an excellent means to future proof through the use of HEVC encoding and 4K/UHD.”

“TracePlay is a great example of a truly global offering: it is multi-device, multi-lingual and it appeals to a huge audience in more than 200 countries,” says Dan Finch, Chief Commercial Officer of Simplestream. “By working together with Garland, Media Excel and our customer on such a highly complex project, we were able to provide the needed solution fast, as well as the support needed. In turn, we all were able to grow our offerings and our expertise.”

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About Simplestream

Simplestream, a London-headquartered company, are innovators in live and on-demand TV services across all OTT platforms. Founded in 2010, Simplestream enables broadcasters, platform operators, content owners and distributors to quickly launch next generation TV services, increasing reach and revenues. Simplestream provide a simplified workflow and cloud-based solution to industry leaders, including A+E Networks, News Corp, Sony, MTG and QVC. For more information, visit Simplestream at www.simplestream.com.

Media Contact:

Lauren Alboini, Platform Communications for Simplestream

Tel: +44 (0)207 486 4900, E-mail: lauren@platformcomms.com

About Garland

Garland is an established UK company working with leading suppliers of digital video streaming and IPTV solutions to deliver professional, end-to-end systems for many applications, including Internet TV, mobile TV, IPTV, and broadcast services. The company focuses on meeting customers’ system requirements, providing a full package of technical and commercial support with the best available products. Customers range in size and application, and Garland’s strength is its flexibility in matching the right technology to client needs. For more information, visit Garland at www.gpl-uk.co.uk.

Contact:

Lorna Garrett, Commercial Director, Garland

Tel: +44(0)24 7610 2020 , E-mail: info@gpl-uk.co.uk

About Media Excel

Media Excel is the leading supplier of reliable software solutions for real-time multiscreen video delivery. Founded in 2000 and headquartered in Austin, Texas, the company has been the industry leader in the development of real-time video processing software to distribute video over IP networks. Solutions from Media Excel provide the reliability, scalability and performance required to deliver high quality video via appliance and cloud deployment models. Powering more than 350 million multiscreen subscribers worldwide, and with the #1 market share in multiscreen delivery for wireless carriers in North America, Media Excel assists Pay TV operators, content providers, broadcasters and telcos worldwide. To learn more, please visit www.mediaexcel.com.

Contact:

John Hotchkiss

Tel: +1 512 502 0034, E-mail: info@mediaexcel.com

