

# Content & Media Companies In Focus

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In our quarterly feature, Companies in Focus, we highlight leading companies in the Content & Media landscape whose recent achievements are making waves in our industry, casting the spotlight on companies that are setting unprecedented benchmarks and shaping our future.

## Featured Companies:

accedo:

M2A  Media

DISGUISE

appear



ZIXI

pebble

Edgio

24i

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## accedo:

 Website

 LinkedIn

As a global leader in video solutions across OTT, UX and monetisation, Accedo flourished in Q2 2024, especially in striking key partnerships.

Accedo join HBS and Qualcomm to form the XR Sports Alliance, developing next-gen immersive sports experiences. Their Xtend platform powered a live VR football experience for Deutsche Telekom, and they leveraged their multi-platform UX expertise, expanding ITVX streaming to PlayStation consoles in the UK.

These partnerships highlight the versatility of Accedo's tech portfolio and their desire to be at the forefront of pushing the boundaries of video technology.

## M2A Media

 Website

 LinkedIn

M2A Media, a leader in cloud-based live broadcast successfully launches a new feature for "M2A LIVE" in Q2 2024, a direct-to-consumer streaming platform in the distribution of live channels at scale.

Their workflow orchestration feature allows operators to easily monitor live video workflows through automation, allowing operators to reduce time spent provisioning cloud resources by up to 75%.

M2A's dedication to providing efficiency in streamlining workflows and maximising resources ensures focus on strategic initiatives instead of repetitive tasks, smoother live channel distribution and enabling delivery of exceptional live content for their clients.

## appear

 Website

 LinkedIn

Paving the way with live production technology across the globe, Appear have seen continued growth across the first half of 2024.

Appear's X platform is being used to enhance cost-effective and sustainable operations for live production for billions of viewers, across a particularly significant summer for international sports. In April 2024 BH Telecom, Roberts Communication and Mobile Links all announced they would be utilising Appear's services.

At NAB 2024, they were rewarded with NAB Product of the Year Award for their X Platform Hardware-accelerated SRT, further demonstrating Appear's commitment to driving innovation.

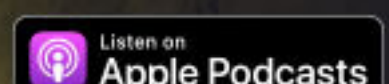
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 Website

 LinkedIn

Lawo, who are renowned for their media production solutions, have continued advancing their transition to IP throughout the start of 2024. In June 2024, new clients across Europe and Africa were announced to be utilising their IP services.

In April 2024, Lawo appointed Adil Syed in the newly created role of Business Development Manager for Media Infrastructure in North America, leveraging his experience working with Broadcasters to facilitate this transition.

Additionally, they have made further changes to strengthen their leadership team, with the promotion of Jamie Dunn, to deputy CEO in June 2024.



 Website

 LinkedIn

Video delivery pioneers Zixi and TAG Video Systems declared their partnerships in March 2024, announcing a joint solution that monitors live streams across any IP networks.

This solution will be strengthened by applying Zixi's SDVP for cost-effective video transports, while the TAG platform will provide multi-channel monitoring.

This key IP-software-based solution will offer swiftness to broadcasters across the industry, equipping them with the ability to deploy stream monitoring systems in just minutes as opposed to weeks.



 Website

 LinkedIn

Automation and content management expert Pebble continue establishing themselves as pioneers as demarcated through its partnerships and expansion of their leadership team.

NAB 2024 saw the unveiling of PRIMA, the collaboration between Pebble and NVIDIA, which will be used to enhance and support media capabilities such as playout and IP management, whether on-prem, hybrid, or completely in the cloud.

This success continues, as Pebble expanded their team by welcoming Sally Wallington, who will be joining as SVP Sales and boosting sales resources worldwide.

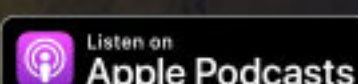
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## Edgio

 Website

 LinkedIn

The first half of 2024 has been a landmark year for Edgio, as they continue their expansion with partnerships across different regions by providing their edge cloud services to optimise content delivery.

Edgio is selected by ReachTV to implement its streaming platform in airports throughout North America, covering more than 2,500 screens in over 90 airports.

This success extends to South America, following their partnership with BandNews TV via Newco PayTV, expanding their FAST channel outreach in South America.

## 24i

 Website

 LinkedIn

24i embarks on a new phase, as Sebastian Braun is newly appointed as CEO following his previous success as SVP Product Management.

Braun's promotion will result in a natural continuity within 24i, building on the foundations set by Braun since originally joining the company in 2023 where he played a crucial role in determining the trajectory of 24i's portfolio – specifically with his focus on no-code engines and advanced modular building blocks.

24i aims to maintain its unique role in solving content discovery challenges for streaming services, broadcasters, and PayTV operators.

## DISGUISE

 Website

 LinkedIn

Disguise, a technology company specialising in live events, virtual events and broadcast production, continues their innovative strides within the industry by pushing the boundaries and standards for live events.

Marking their sixth collaboration with the Eurovision Song Contest 2024, they were able to successfully power the first ever large-scale live broadcast event utilising SMPTE ST 2110.

This was alongside a complicated on-site execution, which required 2,168 lighting fixtures pixel-mapped and synchronised across 900 DMX universes.

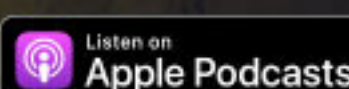
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# Content & Media Companies In Focus

Created by our Content & Media Team:



**John Clifton**  
Director & Co-Founder  
john@neuco-group.com



**Will Trenchard**  
Director & Co-Founder  
will@neuco-group.com



**Tegan Veleny**  
Managing Consultant  
tegan@neuco-group.com



**Henry Johnson**  
Senior Consultant  
henry@neuco-group.com



**Abigail Burnham**  
Consultant  
abi@neuco-group.com



**Sara El Mahjouby**  
Associate Consultant  
sara@neuco-group.com



**Matt Rose**  
Associate Consultant  
matt@neuco-group.com

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