

Israeli broadcaster Yes partners with Synamedia to achieve broadcast-equivalent latency breakthrough

London - July 29, 2020 – [Synamedia](#), the world's largest independent video software provider, today announced that [Yes](#), the pay-TV subsidiary of Israeli telco, [Bezeq](#) (TASE: BEZQ), is deploying Synamedia's end-to-end video network portfolio to achieve broadcast-equivalent latency for its cloud-based, internet-only TV services. Yes believes it will be the first operator in the world to deliver broadcast-equivalent latency.

Yes chose Synamedia because it is the only vendor with an end-to-end video network able to minimise latency at every stage of the workflow - from encoding through to the CDN and player – to match broadcast latency while also minimising bandwidth requirements. This gives viewers a consistently high-quality viewing experience with no interruptions or buffering while allowing Yes to control costs.

This contract is an extension of Yes's long-standing relationship with Synamedia as it phases out its direct-to-home (DTH) satellite service and moves to all-IP by 2026, underpinned by Synamedia's Infinite cloud platform, security solutions and services, as well as its video network technologies.

To achieve low latency, the deployment includes Synamedia's Edge Media Streamer private CDN and virtualized Digital Content Manager (DCM). Synamedia's private CDN provides far greater control over service quality, costs and operations than a public CDN.

"After a competitive tender, we selected Synamedia to help us transition fully to IP and deliver on our feature-rich roadmap - including our commitment to match broadcast latency, delivering an exceptional subscriber experience. Only Synamedia offered an end-to-end solution able to meet all of our requirements, ensuring we avoided the need to integrate any third-party products," said Itzhak Elyakim, VP Engineering and CTO at Yes.

"Yes has always been at the forefront of innovation. With its bold decision to offer carrier-grade streaming services with world-beating low latency, Yes is yet again breaking new ground. And, by using our Infinite cloud TV platform, Yes is benefiting from streamlined operations and reduced operational costs as subscribers enjoy high-quality streaming services packed with many new features," said Yves Padrines, CEO at Synamedia.

Synamedia's [video network](#) portfolio powers premium quality broadcast and broadband video for more than 1,000 operators worldwide and 100 million daily viewers. Its video distribution, processing and delivery services and solutions create compelling live multi-screen experiences, enable software-defined video processing and unify operations. The award-winning portfolio also touts a cloud-ready, converged broadcast and broadband end-to-end ATSC 3.0 offering and low latency solutions for live video. Its virtualized DCM features live transcoding to multiple bit rates and formats, scalable video functions and best-in-class video quality all aimed to deliver infinite entertainment.

About Synamedia

We're helping service and content providers around the world to deliver, protect and monetize video content so they can win in the age of Infinite Entertainment. We do that with the world's most complete, secure and advanced end-to-end open video delivery solution. Our portfolio features

award-winning video network services, best-in-class anti-piracy solutions and intelligence, and video platforms with fully-integrated capabilities including cloud DVR and advanced advertising. And we're trusted by over 200 top satellite DTH, cable, telco and OTT operators, broadcasters and media companies. Synamedia is backed by the [Permira funds](#) and [Sky](#).

Twitter: [@SynamediaVideo](#)

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About Yes

Yes is at the forefront of technological progress – it was the first operator in Israel to launch TV Everywhere and 4K quality broadcast; it led the launch of the low cost market with STING TV; and has expanded its operations beyond the borders of Israel through Yes Studios, the international arm for the distribution and production of content abroad. Yes's rich and highly valued local and international content has received awards each year.

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