



## **IBC 2019: Synamedia to highlight how operators can win in the age of Infinite Entertainment**

**London – July 22, 2019** – At IBC 2019, [Synamedia](#), the world’s largest independent video software provider, will highlight how broadcasters and operators can use its solutions and services to benefit from the infinite opportunities arising from the fast-changing video market.

As one of the anchor exhibitors in the Content Everywhere hall (hall 14, stand C.41) which focuses on industry transformation, Synamedia will unveil a broadened portfolio with a flurry of new and enhanced solutions and services across video networks (formerly video processing), platforms and security. Under the banner of Infinite Entertainment, these announcements underline Synamedia’s unique role in helping customers transform, secure and monetize their services.

Synamedia is revamping its [video network](#) portfolio and announcing a new range of carrier-class Content Delivery Engines for its CDN that offer customers unrivalled streaming scalability, speeds and reliability - essential for the delivery of personalized entertainment. To help traditional cable/satellite operators transition and scale smoothly to OTT content delivery, Synamedia is also launching five compute node variants that come pre-installed with updated applications for its world-class Digital Content Manager (DCM).

Another addition to the video network line-up is Synamedia DCM/Virtual DCM support for Distributed Access Architecture (DAA) with Remote PHY, an important building block for cable operators as they modernize their hybrid fiber-coaxial (HFC) networks and evolve to IP by virtualizing and decentralizing headend and network functions.

Building on its hybrid broadcast/OTT heritage with traditional pay-TV providers, Synamedia will showcase [Infinite](#) as the video platform of choice for D2C providers looking for a next-generation platform that excels at live streaming, helps to create stickiness and drive revenues with real-time analytics that power actionable insights.

Another way to drive revenues using Infinite is with Synamedia Targeted Advertising. Visitors to the stand can explore how to maximize audience value across all services and delivery platforms with an integrated advertising capability.

Synamedia will also flex its market innovation credentials with a unique hybrid common/unique copy solution for its world-class [Cloud DVR](#), building on its market-leading private unique copy.

Turning to [security](#), Synamedia will showcase the fruits of its R&D investments in anti-piracy services and solutions and will use the show to call on the entire technology value chain to work together with rights holders and content owners to raise the bar in detecting and disrupting piracy.

The firm will announce updates to its Streaming Piracy Disruption managed service for broadcast and streaming, as well as enhancements to its world-leading Operational Security service. There will also be new functionality added to the award-winning Credentials Sharing Insight, which helps streaming providers combat for-profit illegal password sharing and also drive incremental revenues from casual account sharing.

“The industry is undergoing a period of profound and rapid change as the move to IP accelerates, opening up infinite opportunities for traditional and new pay-TV providers to change the way we consume content. At IBC we will be showcasing numerous innovations that support customers wherever they are on their IP journey. We can help them deliver and monetize highly immersive IP viewing experiences cost-effectively and securely - and stay one step ahead of their competitors,” said Jean-Marc Racine, chief product officer, Synamedia.

To book a meeting at IBC, please contact [MarketingGlobal@synamedia.com](mailto:MarketingGlobal@synamedia.com)

**About Synamedia**

We're helping service 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. 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.

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