

ANEVIA PARTNERS WITH RED BEE MEDIA TO DELIVER LOW LATENCY MANAGED OTT SERVICES

[Anevia](#), a leading provider of OTT and IPTV software solutions, has partnered with Red Bee Media to deliver low latency managed OTT services that enable any company, no matter their content or audience, to launch their own OTT channel within minutes. Anevia's Genova Live software video encoder is a key part of Red Bee Media's modular OTT platform, built on a microservices architecture that is operated in the Cloud to provide both flexibility and scalability. The solution was one of the first deployments of a Dockerized OTT video streaming services for live events and was used when Red Bee Media enabled McDonalds to show all FIFA 2018 World Cup matches in all their restaurants in Sweden.

<https://www.redbeemedia.com/news/red-bee-media-enables-mcdonalds-to-show-every-2018-fifa-world-cup-game-in-all-swedish-restaurants/>

“When we look for ecosystem partners, we consider three aspects. Of course, price is an important factor, but we are also specifically looking for partners that have a rich feature offer, and are fast – speed is vital to our operations. Anevia answers all of these criteria: Genova Live has a rich feature set that will allow our managed OTT platform to grow as market needs evolve, and Anevia's development team has a very fast turn-around time and deployment support matching our Continuous Deployment model at Red Bee Media”, says Anders Wassén, Head of Online Video Development at Red Bee Media.

Genova Live's containerized architecture makes it highly scalable to enable Red Bee Media to deploy new sites and new channels within minutes. The software encoders have an Ultra-Low Latency original design, that is especially adapted to live events such as the Soccer World Cup series, and feature 4K UHD encoding and transcoding with a combination of CPU and GPU acceleration.

According to Jerome Blanc, EVP Compression Products at Anevia, “We are very proud to partner with Red Bee Media on their virtualizable OTT video platform. Anevia is one of the first companies to Dockerize video compression technology and we see this as a growing trend in the video streaming market. Red Bee Media's deployment of this solution with McDonalds restaurants in Sweden is a good example of this!”

Anevia will demonstrate their Ultra Low Latency software compression solutions at IBC, from 14 – 18 September at the Amsterdam RAI, on stand 5.B66.

About Anevia

Anevia is a leading OTT and IPTV software provider of innovative multiscreen solutions for the delivery of live TV, streaming video, time-shifted TV and video on demand services. The company offers a comprehensive portfolio of video compression, multiscreen IPTV head-ends, Cloud DVR and CDN solutions to enable viewers to enjoy a next-generation TV experience – anywhere, anytime and on any screen - including 4K UHD content. The solutions have been widely adopted by globally-renowned telecom and pay-TV operators, TV broadcasters and video service providers in hospitality, healthcare and corporate businesses.

Founded in 2003, Anevia has a track record of being first to market with advanced video technologies. The company is a member and active contributor to several TV, media and hospitality industry associations. Headquartered in France, with regional offices in the USA, Dubai and Singapore, Anevia is listed on the Paris Euronext Growth market.

For more information please visit www.anevia.com.

About Red Bee Media

Red Bee Media is a leading global media services company with more than 2500 media service and broadcast experts, primarily based out of 11 main service hubs around the globe. Every day, millions of people on all continents watch television programs prepared, managed and broadcast by Red Bee Media staff. Every year, the business delivers 4 million hours of programming in more than 60+ languages for over 500 TV channels. Red Bee Media's OTT services include live transcoding of 233 channels for broadcasters and 119 standalone channels provided to 1.7 million subscribers. The company's content discovery portfolio spans more than 10 million movies and program titles, covering over 25 languages, and includes an image database covering over 90 percent of all programming available across traditional TV, video on demand (VOD) and subscription video on demand (SVOD). Red Bee Media also provides over 200,000 hours of captioning each year – of which more than 70,000 hours is live.

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