

# DISTRIBUTION WOW. AND NEXT.



Your audiences want to be awed by great content. That's why Red Bee Media created a unique global distribution network: instantly available, we collect your content from any source, and securely deliver it, in any format, directly to your viewers.

Powered by our worldwide media hubs and secure cloud-based capabilities, our services link you to any connected person on the planet, enabling you to reach any region or territory, reliably and economically.

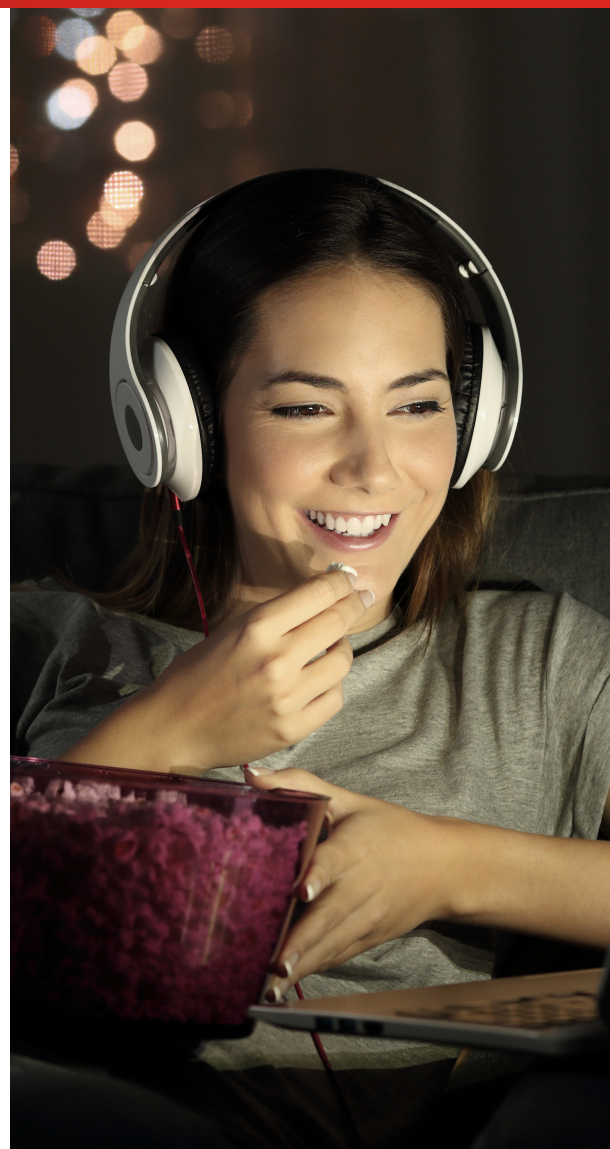
## HOW OUR CHANNEL STORE CAN BOOST YOUR CONTENT

Our Channel Store is for content owners and distributors. It allows them to market and deliver any form of content – anytime, anywhere, in any format. You enjoy ultra-high reliability, managed cost-efficiency, fast response times, in exceptional quality, with expert support available 24/7. We manage everything on your behalf, reducing risk and fulfilling your all-important compliance requirements.

## CONSTANTLY EVOLVING, CUTTING-EDGE MCR

Our MCR services are equally renowned. Taking signal acquisition from any source, we ensure secure and reliable routing with quality and compliance guaranteed. We use our global network to leverage delivery while the entire process is managed via an online dashboard.

Red Bee's expert teams look after the complexity of delivering your content, enabling your audience to be wowed by what they see.



## KEY BENEFITS

### Build your media brand

- Rapidly develop new channels from anywhere in the world
- Scale up or down without disruption or significant costs
- Global reach with flexible tailored pricing
- Easily deliver to broadcast, distributor, OTT or public cloud

### Finger on the pulse

- Regular reporting with customer-defined KPIs
- Instant reporting for high-priority incidents
- Regular Service Delivery Review
- Monthly SLA reporting
- Transparent online booking tools and dashboard
- Periodic reports on past performance and usage



## KEY BENEFITS

### Benefits of scale

- Always-on dynamic capacity, flexible scale to meet your needs
- Set up new links within hours to major worldwide and regional distributors
- Access to a huge databases of channel and program metadata
- Integrated with Red Bee Playout, Content Discovery and OTT delivery platforms
- Automated control and monitoring reducing costs and complexity
- Access to production ready multi-rooms ready for additional production facilities, e.g. voice-over, video referee, editing, event playout etc. – directly connected to incoming/outgoing circuits

### Reliable and secure

- Mission-critical live event monitoring
- Operating 24/7 to manage any event
- Complies with quality standards: ISO, SMPTE2110, 2022
- POPs in external data centres for signal intake or delivery
- Remote control and monitoring of equipment outside Red Bee network hubs
- Rigorous audited security to ensure your content

### Dynamic proven technology

- Direct intake of high resolution, uncompressed video
- Transport and process compressed and uncompressed video, SDI to IP, to Multicast
- Software defined video processing technology
- Mobile connectivity to studios, live events, and OB
- Teleport: Satellite down- and uplink capacity for external feeds (channels and events)
- Built-in UHD/HDR capability
- Sources and endpoints are connected by Red Bee's managed global network
- Central processing pools to ensure signals conform to requirements
- Managed public cloud access to incoming and outgoing feeds
- Feed signals to Origin, CDN / UDN through our OTT platform

## How the audience benefits

- Any audience, any location, any format
- Seamlessly connecting content to audiences
- Reach new global markets with your live content

## The essentials

- 200 MCR events per day
- 30 signal distributors
- 100 signal suppliers
- 1,000 active channels
- 2,500 broadcast and media specialists
- 10,000 channels in our catalogue
- 24/7 broadcast engineer support
- NPO, NOS, RTL, Fox International, Fox Sports, TALPA Media, Vodafone Ziggo, TMOBILE, KPN, Channel 4, ITV

## Brands delivering WOW with Red Bee include:



C MORE



Red Bee helps the world's strongest brands and content owners instantly connect with people, spanning cultures, continents and languages. We engage and grow your audiences at epic volume, astonishing speed, in amazing quality.

- Unique end-to-end media capability
- Innovation and exceptional service
- Integrated modular services
- Pioneering technology



## WOW YOUR AUDIENCE WITH RED BEE.

If you're interested in Red Bee end-to-end services, then contact us to find out more:

[www.redbeemedia.com](http://www.redbeemedia.com) +44 (0)20 8495 5000



## Bringing UHD to Dutch National Television

Red Bee Media is a long-term partner with NPO, the Dutch National Broadcaster, managing live contribution, MCR, encoding and distribution.

Ahead of the 2018 FIFA World Cup, Red Bee were asked to create a new UHD simulcast channel without the costs of building a new play-out service for NPO. The new channel was to test delivery of UHD with High Dynamic Range (HDR), Hybrid Log Gamma (HLG) and Wide Color Gamut according to BT2020 in partnership with the Dutch Telecoms giant, KPN.

Working together with our client, our experts delivered a solution for switching between the upconverted HD channel and the native UHD feed from the broadcast compound in Russia, integrated with the NOS Sports studio gallery, followed by onward delivery to our encoding and distribution platform, Channel Store.

This innovative solution allowed NPO to reach over 30,000 UHD viewers, the largest UHD audience served by a national broadcaster during the event.

“We are very happy and thankful for the efforts of Red Bee Media, who went beyond the call of duty to make our UHD trial a success. On numerous occasions we relied on the expertise and can-do attitude of Red Bee to solve our problems, no matter what, in this unique Dutch broadcasting project.”

**EGON VERHAREN,**  
Head of R&D, NPO.