**RED BEE MEDIA TO PROVIDE DUTCH BROADCASTER RTL WITH BUSINESS-CRITICAL IP BASED MCR SERVICES**

**Red Bee Media will be delivering business critical video services to major Dutch broadcaster RTL through the company’s all IP Global MCR Platform. With the latest software-based solutions for video networks, routing, control and monitoring, all of RTL’s facilities will be connected to the Red Bee Media MCR in Hilversum, with access to a global video network. After an initial transfer of services during July, all MCR assets will be migrated from RTL’s infrastructure, to be managed through Red Bee Media’s end-to-end video services offering.**

All live signal acquisition, video routing, processing, monitoring, reporting and distribution required by RTL as one of the largest commercial broadcasters in the region, will be outsourced to Red Bee Media.

“It is with full confidence in their experience and innovative mindset that we are outsourcing our MCR operations to Red Bee Media. They have proven to be the best equipped service provider to maintain the seamless operation of our MCR activities and the innovative partner to support in modernizing our ways of working. We are looking forward to transferring into a future proof IP-based service that will provide us the flexibility and high quality we require.” Says Giovanni Piccirilli, CTO RTL Netherlands.

Emerging IP standards have already transformed ways of working, and the vendor agnostic Global MCR services from Red Bee Media are suited for all video connectivity needs when moving away from legacy SDI to an all-IP world. The goal is to revolutionize the acquisition of video sources while routing signals to wherever they are required: in a studio, in playout or on a distribution platform in a data center. Five core principles have guided the development of the services; enabling global reach, rapid time to value, flexibility and scale, reliability and security.

“Over 40 years of specific experience and knowledge of MCR services has resulted in our leading market position today. We will now be able to roll out end-to-end IP workflows on customer premises using Red Bee Media’s leading industry multitenant IP platform technology”, says David Travis, Chief Services Portfolio Officer, Red Bee Media.

“With locations in London, Paris, Stockholm and Hilversum, we consider our international MCR services as a key strategic pillar to ensure future broadcast business, enabled by our recently launched all IP MCR platform. We can now provide access to new MCR business models with flexible port-as-a-service concepts based on subscriptions and pay-per-use models”, says Josbert van Rooijen, Head of Market Area Benelux, Central & Eastern Europe.

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**For more information please contact**

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**About Red Bee Media**
Red Bee Media is a leading global media services company with a staff of more than 2500 media service and broadcast experts. With the head office in London, UK, Red Bee Media provides services from 11 main hubs around the world. 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 with over 90 percent of all programming available across traditional TV, VOD and SVOD. Red Bee Media also provides over 200,000 hours of captioning each year – more than 70,000 hours of which is live. Red Bee Media is an equal opportunity employer, with a clear focus on embracing diversity and creating an inclusive workplace throughout the entire organization. www.redbeemedia.com