

Media Broadcast Satellite unveils its MBS Media Hub at IBC 2019

Platform as a Service will give broadcasters the power to meet burgeoning customer demand in a cost-effective, highly flexible way

Usingen, Germany and Amsterdam, Netherlands, 14 September 2019: Media Broadcast Satellite (MBS) will showcase its answer to rising viewer demand for content anytime, anywhere at IBC 2019 in Amsterdam from 13-17 September.

The MBS Media Hub is a hybrid solution which enables customers to top up their linear TV Distribution with an OTT Streaming Service, offering heightened flexibility and scalability.

The service is built upon three main pillars covering the broadcast ecosystem: content aggregation, content production and processing and content distribution via satellite, fibre and OTT. The MBS Media Hub operates as a Platform as a Service. Therefore, MBS customers need not make any significant investments to their infrastructure to benefit from the Media Hub. They simply upload their content onto the platform where it is processed, quality checked, formatted, stored and archived and then distributed as required, in multiple ways.

“Viewers today are becoming ever more sophisticated in their demands,” said Sven Sünberg, Managing Director, Media Broadcast Satellite. “They know exactly what they want to watch and where and how they wish to view it – and they want a high quality experience with no downtime, no buffering. The rise of OTT means that broadcasters have to be savvy and meet these demands in a cost-effective and managed way.”

The MBS Media Hub includes Payout; Media Asset Management, Storage and Archive, Content Management System and an OTT Platform. The solution utilizes a German-based private cloud for which MBS provides full management. The solution is very cost-effective and allows customers to bring their content to market rapidly.

“It is vital that broadcasters today can deliver the right content to an audience that demands more variety and flexibility than ever before,” adds Sünberg, “The MBS Media Hub allows customers to meet all of these requirements and to gain access to a solution that is flexible and will scale as their business grows.”

The MBS Media Hub will be showcased at IBC 2019 in Amsterdam on the Media Broadcast Satellite booth in Hall 14, A40.

Further information is available at www.mb-satellite.com

About Media Broadcast Satellite

As operator of Germany's largest teleport, Media Broadcast Satellite has been implementing and operating successful communications solutions for globally active customers since the 1970's. Through its own teleport in Usingen near Frankfurt, Media Broadcast Satellite offers tailor-made solutions for the areas of broadcast, data, teleport and data centres. Satellites between 76° East and 60° West can be reached through more than 135 antennas in the Ku-, Ka- and C-Band. To ensure a maximum of security and stability of our solutions, Media Broadcast Satellite operates a NOC manned 24 hours per day on 365 days of the year and a fully redundant RF, IT and power supply infrastructure.

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The high-quality standard of the services "Made in Usingen/Germany" is underlined by relevant certifications such as ISO27001 IT & data security as well as by our own engineering team supporting our customers in all stages of transmission, distribution and service management. Media Broadcast Satellite's range of services includes both standard communication services and complete managed service solutions for DTH platforms (SD/HD), data networks and teleport co-location/gateways.

Further information is available at www.mb-satellite.com.

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