

BBright joins Hexaglobe Group



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BBright, a specialist in live video solutions, has joined forces with Hexaglobe group to accelerate its development.

This strategic move comes a decade after BBright's inception, marking the commencement of its second phase of growth in North America and Europe. BBright is poised to benefit significantly from the Hexaglobe group's technical prowess, datacenter capabilities, and telecom infrastructure, which will be instrumental in aiding its customers' transitions towards all-IP and cloud-based solutions.

For Guillaume Arthuis, founder of BBright: "Joining Hexaglobe, which already streams more than 150 million videos per day, is a great opportunity for growth. We will be able to benefit from their technological, logistical and financial strength to accelerate our development, while remaining within an independent private group, which is perfectly compatible with our DNA of responsiveness and technical excellence."

Franck Coppola, founder of Hexaglobe Group, said: "The acquisition of BBright reinforces our strategy to converge Broadcast and OTT and to be a major player in media transformation through vertical integration and seamless agility. It also allows us to have a presence in Rennes, a talent pool in our Industry. "

BBright, already an expert in mastering new broadcast formats such as Ultra HD, HDR, and Dolby Atmos and AC4 audio formats, as well as in supporting major broadcast players in their migrations to all-IP (2110 and SRT), will continue to remain at the forefront of innovation to meet the challenges of the future in the media world.

About BBright

BBright is a global leader in next-generation video delivery solutions, with a presence in Europe and North America with leading customers. With deep expertise in video compression, transmission, and processing technologies, BBright provides high-performance solutions for TV operators, content providers, and broadcasters. The

BBright product line offers advanced features, exceptional image quality, and unmatched flexibility to meet the varied needs of the media industry.

About Hexaglobe Group

Hexaglobe Group is a global leader in IT technology for the audiovisual sector. With more than 150 million videos streamed per day on its various OTT platforms and broadcast automation software used by more than 100 premium channels. The group's strategy aims to unify the OTT and broadcast workflows and thus create a transmedia strategy. The group is recognized for its ability to quickly bring the latest innovations to market, its pioneering spirit, and its technological excellence.

Contacts :

media@bbright.com

Olivier Jourdan Berton

ojourdan@hexaglobe.com