



HEXAGLOBE
GROUP

PRESS RELEASE
SEPTEMBER 12, 2024

Hexaglobe Group arrives at IBC 2024 with comprehensive solutions, bringing broadcast and OTT together!

Hexaglobe Group, the French champion of media services and technologies, confirms the acceleration of its development at IBC 2024.

Experiencing robust growth over the past several years through both internal development and strategic acquisitions, **Hexaglobe Group** provides comprehensive solutions and services to media operators. The group's offerings span the entire media lifecycle, from the creation and live broadcasting of content to the management of media assets and the seamless delivery of OTT services to end users. By addressing every stage of the media delivery process, the group ensures that its clients can efficiently produce, manage, and distribute high-quality content to a global audience.

The group is structured around three complementary entities to cover all broadcast and OTT needs: BBright for transport over IP and playout solutions, SGT for MAM and Automation solutions, and Hexaglobe for OTT streaming services and solutions.

According to **Franck Coppola**, its founder, *"We are coming to this IBC 2024 to reinforce our strategy to converge Broadcast and OTT and to be a major player in media transformation through vertical integration and seamless agility. We also intend to take advantage of this unique event to accelerate our international development, particularly through our network of resellers and integrators."* Hexaglobe Group equips several hundred television channels in Europe, North America, and Asia, and enables the streaming of more than 150 million videos per day.

Come and discover the full range of solutions from BBright, SGT, and Hexaglobe, at the Hexaglobe Group stand, **Hall 2, Stand C44**, at IBC 2024.



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About Hexaglobe Group

Hexaglobe Group is a global leader in IT technology for the audiovisual sector, with over 150 million videos streamed daily on its various OTT platforms and broadcast automation software used by over 100 premium channels. The group's strategy aims to unify the OTT and broadcast workflows and thus create a transmedia strategy through three entities: BBright, SGT, and Hexaglobe. The group is recognized for its ability to quickly bring the latest innovations to market, pioneering spirit, and technological excellence. Hexaglobe Group serves customers such as CANAL+, RTBF, RTS, Euronews, Fox, Sky and Sinclair.



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