

Planetcast International launches to power global media and entertainment growth with cloud-first playout and media management

- *Builds on 25-year heritage of parent company, Planetcast Media Services, a leading player in India and Southeast Asia*
- *Establishes presence in Americas, Europe and the Middle East with senior hires and optimized cloud-first solutions*
- *NAB debut will see launch of cloud playout, media asset management and disaster recovery solutions at NAB Show 2022 in Las Vegas*

London, 7 April 2022 – [Planetcast Media Services](#), a leading broadcast technology and media service provider in India and Southeast Asia, is setting its sights on global expansion with the launch today of Planetcast International, a new initiative offering next-generation cloud media services across the Americas, Europe and the Middle East. Planetcast International aims to empower media and entertainment (M&E) companies to efficiently increase agility and capacity to keep pace with rapid global growth and changing market conditions. The company is bringing its proven cloud-based playout, media asset management (MAM) and disaster recovery services to a broader market at a time when the global media sector is projected to grow from close to \$2 trillion in 2021 to nearly \$3.7 trillion in 2026 – a compound annual growth rate of over 13% – according to The Business Research Company.

Planetcast is building a team of internationally based, experienced M&E professionals, led by Mark Beard, Planetcast's Senior Vice President of International. Beard is an experienced proponent of media services innovation who has worked with a number of pioneering companies in the space, including BBC, Ericsson Broadcast Services, GlobeCast and TVT Media. He is joined at Planetcast by Vice President of Sales for the Americas Paul Kosac, another well-known industry player who has held senior roles at companies such as Eutelsat, Ateme and Cisco/Scientific Atlanta.

"The time is right for Planetcast to take our business to the international stage," said Sanjay Duda, Chief Operating Officer of Planetcast Media Services. "We are in the midst of a period of global growth and transformation in the media and entertainment marketplace. Content owners and providers of TV and video programming are seeking new ways to meet surging consumer demand for more content through a growing range of platforms. I am excited to welcome Mark and Paul to the Planetcast team. Their vast experience combined with our in-house-developed cloud-first services will enable our international customers to more efficiently transition to the cloud by tapping Planetcast's proven expertise and widely-used solutions."

Planetcast International is strongly positioned to support media companies' transition to the cloud through its Cloud.X (playout) and MAM.C (media asset management) solutions. The company will provide clients with high-quality, individualized services aimed at helping them through every step of their transition to the cloud.

"Planetcast International is a new player in the global market, with an amazing heritage," said Beard. "We are building on our parent company's 25-year track record of market leading media services and innovation, serving the major media brands in India and Southeast Asia and touching a billion lives."

We also have the strong backing of our owner, Apollo Global Management, a focused and visionary investor that is driving our international expansion and has a firm belief in the opportunities to be derived from the M&E sector. I am truly excited about the future with Planetcast. I believe it is the ideal partner to address the needs of media and entertainment companies looking for cloud-first media services that enhance, protect, organize and deliver video content.”

Planetcast International will make its North American debut at NAB Show 2022 in Las Vegas on April 23-27. The show offers a great opportunity for visitors to the Planetcast stand (W4713) to meet the international team face-to-face.

To set up a meeting to discuss the company’s services, contact the Planetcast International team at info@planetcastinternational.com

About Planetcast International

Planetcast International addresses the needs of media and entertainment companies in Europe, North America and LatAm for cloud-first media services that enhance, protect, organize and deliver video content. Planetcast’s media services reduce costs and improve quality across the entire broadcast chain, from acquisition through to final distribution to the consumer.

Planetcast International is part of Planetcast Media Services, a leader in providing media services that already touch a billion lives in India and Southeast Asia. Owned by Apollo Global Management, Planetcast has a 25-year heritage in broadcast and media services and employs over 1,000 professional staff. Planetcast Media Services counts some of the world’s largest media brands as its customers, including Disney, Viacom, Sony, Amazon and Star TV.

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