



IBC PREVIEW PRESS RELEASE

Planetcast showcases Responsive Media Services at IBC2022

London – 23rd August 2022 – Planetcast International, the new division of [Planetcast Media Services](#), which has a 25-year heritage in broadcast and media services, today announces that IBC2022 will see it demonstrate how its portfolio of services and technology enable broadcasters, media and entertainment companies and operators to profitably navigate the entire video value chain, from acquisition, post-production, preparation and distribution to monetisation.

Planetcast claims, with good reason, that it has developed the most comprehensive Cloud Payout in the Industry, trusted and thoroughly utilised by the most demanding media companies, including Disney, Star, Viacom, and Doordarshan, the premier Public Broadcaster in India.

“The key to the success of Planetcast is how our multi-dimensional flexibility meets the growing monetisation challenges for media owners and that we’ve proven this for demanding events like the Indian Premier League (IPL) and for leading media giants such as Disney, Star and Viacom,” says Venugopal Iyengar, COO Digital, Planetcast International. “Most media services companies either cater to Tier-1 or Tier 2 & 3 operators and broadcasters. Our in-house developed technologies, a large software development team, extensive satellite and cloud connectivity, post-production crews and flexible business models all combine to enable Planetcast to provide ‘everything to everyone’ media services, whatever the scale and complexity of the customer’s requirements. This flexibility enables greater efficiency and cost-savings as well as increasing revenue opportunities through content localisation and new offerings such as FAST and pop-up channels.”

At IBC2022, visitors to the Planetcast International stand will be able to experience demonstrations of new features in the company’s solutions for Payout, Media Asset Management, FAST channels, Disaster Recovery and OTT. These solutions are built upon Planetcast’s in-house developed products, Cloud.X, MAM.C and RECASTER, utilising facilities and staff in India, Singapore, the USA and the UK.

“Visitors to our IBC stand will also see how we’ve leveraged our expertise in broadcast and media services, in combination with our in-house software development capabilities and professional video expertise, to provide the media industry’s most flexible media service portfolio,” says Sanjay Duda, Chief Operating Officer (COO) of Planetcast Media Services. “The combination of our cloud-leadership, service culture, strong financials and the backing of Apollo Global Management means we are extremely well placed to build our international market presence and replicate our existing leadership in Asia.”

About Planetcast International

Planetcast International addresses the needs of media and entertainment companies in Europe, North America, LatAm and Asia-Pacific for cloud-first media services that enhance, protect, organise 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.

LinkedIn: <https://www.linkedin.com/company/planetcast-international>

Twitter: https://twitter.com/Planetcast_Intl

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Note to Editors:

To set up a meeting with Planetcast at IBC2022, please contact the Platform at planetcast@platformcomms.com

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