

GlobeCast acquires Netia

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GlobeCast Chairman and CEO Christian Pinon has announced that GlobeCast has acquired 100% of the shares in software company Netia, according to PSNE sister-magazine TVBEurope.

For GlobeCast, which is seeking to optimise the development of its content management solutions for broadcasters, Netia has shown itself to be the best possible partner in this effort. Netia, in turn, will benefit greatly from being a member of the GlobeCast Group as it looks to further its international expansion and the development of its innovative solutions.

Netia will retain its identity and autonomy in terms of administrative functions, as well as its personnel. Both companies will optimise their product development and marketing costs by taking advantage of synergies between skillsets, and will of course cooperate both commercially and technically to the benefit of broadcasters of all sizes.

Netia CEO Christophe Carniel said: "Joining the GlobeCast Group is an exceptional opportunity for our company to continue providing top-quality products to our broadcast customers, while allying ourselves with a powerful partner to take our offering to the next level."

Christian Pinon, GlobeCast's chairman and CEO said: "At GlobeCast we pride ourselves on being true service integrators for broadcast. As such we're always looking to ensure that we possess the best technical and commercial means to add value to our broadcast offering. Netia is a perfect fit for GlobeCast thanks to its cutting-edge knowledge and its proactive and energetic business culture."

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