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MEDIA DELIVERED with EASE

Net Insight is simplifying the way TV and media are delivered, creating user-friendly solutions of unparalleled quality.

Images courtesy of Net Insight

Fredrik Tumegård, CEO of Net Insight, has had a prolific career in the telecom sector, working with some of the biggest companies in the industry. He got his start with Ericsson, working in the international arm in transport and cable TV networks. He then moved to TeliaSonera International Carrier and soon became one of the youngest managing directors at the company. After building up the media segment of the organisation, Fredrik went on to Transmode, to develop and evolve the company sales.

In 2005, Fredrik was headhunted by Huawei Technologies. “At the time, Huawei was a relatively small company in China; not many had heard of the brand, so people were saying I was mad for moving on to that company. Huawei has really had an incredible growth and has become a major global company. My responsibility was to build up the Nordic side of the business in sales and marketing.

“I started my career by working with network transportation, moving through to IT and the telecom business. After Huawei, I started working at NEC, which is

not just a telecom provider, but they also compete in the IT arena. At NEC, I had the opportunity to understand both the mobile and the IT infrastructure business. One can see a huge amount of media and TV being transported in today’s networks, and I felt that Net Insight had an interesting position with its unique combination of competence in network transportation and media. So that’s why I’m now heading up the new position as CEO for Net Insight.”

Net Insight is a technology leader in delivering transport solutions with the highest quality of service in professional media and broadcast networks. But what is more important is that Net Insight has a unique competence around network transport and media. “The company was founded in 1997 and is based on a vision that network traffic will increasingly be dominated by video traffic. This vision is proving to be true, as today we are seeing a major increase in video consumption and production.

“New services and new ways of working in the media and broadcast industry demand substantially increased network

capacity and high quality of services. Networks need to be flexible and to adapt to fast-changing media demands. Net Insight has an impressive list of customers; we have more than 200 network operators and TV companies globally.”

“I am also impressed with Net Insight’s products and solutions. The media demands from today’s consumers are increasing—demanding access to media anytime, anywhere, and on any device. This increases the complexity of networks in order to handle media in an efficient manner. Net Insight’s solution is simplifying network complexities, which in turn leads to lower total cost of ownership. With Net Insight’s media solution it is easy to engineer, plan, and provision media services. Net Insight’s solutions provide an extremely competitive offering to the media market since we can monitor and control media services throughout the network. This also enables easy troubleshooting. All in all, it makes media operations run smoothly.”

The development of the television and media market continues at a rapid pace, as does the market for so-called over-the-top services. “We >

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welcome this development. There is more and more media to be transported, and it'll go faster and faster, so we are really in a good position. There are certainly many players that can build efficient networks, but there are very few that can build media networks with a high quality of service, so there is a real need for us and our technology."

One of Net Insight's strengths is media transport of major, global live sports events such as the Olympic Games and FIFA World Cup. Major broadcasters and service providers such as EBU, ESPN, The Switch, GlobeCast and Hibernia Networks all rely on Net Insight to supply TV viewers the best image quality. This year is particularly exciting for sports events; starting off with the recent Winter Games in Sochi.

Innovation is key

To meet and exceed customer expectations, Net Insight wants to

be ahead of the technology curve and continue to introduce new technology products and services. "Net Insight has provided TATA Communications with new solutions and proactively helped deliver video content. This makes TATA an even stronger player in the new world of communications," says TATA Communications, a global leading service provider with one of the world's largest networks, and one of Net Insight's customers.

Net Insight is always at the forefront of new and emerging technology developments. "As early as 2007, Net Insight pioneered and demonstrated the world's first delivery of uncompressed 4K video streams over an international multiservice network. In 2013, six years later, 4K Ultra HD was one of the major trends that everyone was talking about."

The company is also driving the adoption of remote workflow solutions for remote production

and live events. Live event productions have high quality demands for broadcast, requiring the ability for uncompressed video links during the production life cycle. Remote workflows and centralised production reduce production costs and increase efficiency, which make it possible to cover and produce a larger number of live events. The potential savings are substantial, based on broadcasters being able to centralise production to main facilities. This means that only the arena equipment needs to be sent to the venue, which eliminates the need to send an outside broadcast (OB) bus, and its associated crew, with an uplink to the event site, resulting in cost savings. All in all, this reduces costs and increases efficiency in editing and production.

Net Insight offers its customers media transport of the highest quality while reducing the total cost of ownership for its clients. "Our media solution provides less



complexity in network engineering so this allows customers to be very responsive to changing end-user demands, leading to more rapid network deployment, which in turn results in faster time to market when expanding or introducing new services. This also leads to more revenue more quickly, which is vitally important in this market."

While Net Insight has a good position in the TV and media transport market, the company needs to take the next step in its evolution. "Net Insight has invested a lot of effort and resources in R&D, and in our technology, and we have an impressive list of customers that we need to support with new solutions to fulfil further end-user demands. Around 30 per cent of the company's turnover is spent on R&D today, which is a large percentage, and to keep ahead of the competition this is very important. TV viewers today have higher demands on TV quality and require more content, faster, so Net Insight strives to make customers more competitive, which is both compelling and of course challenging, at the same time.

The way forward

Fredrik relishes the challenges that lie ahead of him in this role. "Being the new CEO of Net Insight, my main task is to develop, position, and grow the company. I believe that what needs to be done when taking on any senior executive position, is to look for the game changer in that specific industry and take the opportunities that lead to disruptive changes.

According to Fredrik, Net Insight has begun a journey to become a more sales- and marketing-oriented company. "The first step has been to organise the company in a way to support this change. The company was built on innovation, but it's not just innovation in terms of new products or protocols that are important; it's innovation in terms of the interface system, the user system, and the business application it's used for, which are essential. Bringing together the user and the technology has to play a more important role.

"Net Insight is further investing in increasing the awareness of the company. According to broadcast surveys the company has positively changed its brand image during the last couple of years and is associated with values such as innovation and reliability, which we are very proud of. This requires continuous work involving all employees.

"Most of our customers are extremely satisfied with Net Insight and we have a high rate of customer loyalty to our brand, although we are aware that we need to continue to develop new products and services. Since we have good competence and understanding of the media business, we can definitely develop our professional services business too. One example is event services where we supply media customers with our expertise and onsite support during major events such as the FIFA World Cup.

Net Insight has a partner network with more than 50 companies all



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over the world reselling its solutions, and together they form a strong community. The global partner network is crucial for further expansion into new countries and new market segments.

With media becoming increasingly ubiquitous, Net Insight is in a pivotal position to capitalise on the skills the company has accumulated throughout its existence. "We will play an important role in the media domain, and we believe that the media domain will grow in the future, and that there will be a high demand for efficient high-quality networks. This company was founded more than 15 years ago and it is now time to take the next step. Work has been initiated to review our strategy and I believe that Net Insight, with its competence, customers, and technology can support new market segments in the future. The time for change is now. The media landscape is changing, and change creates opportunities for new business. I want Net Insight to be a leader in this new media landscape and we have the right assets to take a competitive position in the marketplace." •

"As winning athletes reach performances previously unimaginable, Net Insight will break the Ultra-HD bandwidth barrier with Altera. The Nimbra platform on Altera disruptive programmable logic, when manufactured on Intel 14 nm transistor technology, will deliver Ultra-HD video smarter, lossless, always." - Scott Bibaud, EVP and General Manager, Altera Communication and Broadcast Division

Breaking the Ultra-HD Bandwidth Barrier with Altera

