

Net Insight brings cloud-native live media orchestration to Oracle Marketplace

Stockholm, Sweden – September 10th, 2026 – Net Insight today announced that its cloud-native live media orchestration is now available through Oracle Cloud Marketplace, providing broadcasters, production companies, and media service providers with a more direct path to deploy control plane and data plane capabilities on Oracle Cloud Infrastructure (OCI).

The new Oracle Cloud Marketplace availability can help simplify how customers launch live media workflows and expand them across regions, marking a step in Net Insight's Open Live Media strategy. Powered by Net Insight's Nimbra Edge, the offering allows broadcasters, production companies, and media service providers to bring live media operations online in OCI, add cloud regions as requirements change, and connect those resources with the public internet, managed networks, and existing on-premises infrastructure.

The significance goes beyond simplifying cloud deployment. Capacity can be established where a production needs it, scaled as requirements change, and reused across productions, events, and regions—enabling infrastructure to follow the production rather than defining where and how the production can operate.

"The opportunity is not to recreate the fixed broadcast facility in the cloud. It is to make the live media environment follow the production," said Andreas Eriksson, CEO of Net Insight. "For us, Open Live Media is about removing the infrastructure boundaries that dictate where live media can be produced, transported, and operated. Making that model easier to access and deploy through Oracle Cloud Marketplace is an important step toward giving media organizations the freedom to build operations around the content and the production, not around the constraints of the infrastructure."

"Live video places very different demands on cloud infrastructure, particularly for high-throughput, event-driven workflows," said Kip Schauer, Sr. Product Manager, Media Partnerships, OCI Media Services at Oracle. "Bringing Net Insight's live media orchestration to Oracle Cloud Marketplace helps reduce the friction between selecting a solution and putting it into operation on OCI, while providing a simpler deployment path for data-intensive media workloads."

The new Oracle Cloud Marketplace availability builds on live operations using Net Insight technology with OCI. Globecast uses Net Insight's Nimbra Edge for the global IP distribution of Premier Padel, while Globecast's Content Exchange platform is powered by OCI, with Premier Padel as its first major live production deployment on the infrastructure.

For further information, please contact:

Andreas Eriksson, CEO of Net Insight AB, +46 8 685 04 00, andreas.eriksson@netinsight.net

About Net Insight

Net Insight (Nasdaq: NETI B) helps leading media organizations make live media open, predictable and under control. Its Open Live Media approach combines service intelligence with deterministic transport, processing and trusted interconnection, enabling broadcasters, rights holders, production companies and service providers to operate high-value live services across facilities, managed IP, the internet and cloud.

For more than 25 years, media organizations worldwide have relied on Net Insight's Emmy® Award-winning Nimbra technology for mission-critical live contribution, distribution and production workflows. Today, Net Insight works with hundreds of customers in more than 85 countries, supporting live media from the production edge to some of the world's most demanding media networks.

Net Insight also provides advanced time synchronization for 5G and other critical networks. Its Zyntai solution enables highly accurate, resilient and GNSS-independent synchronization, helping operators strengthen network resilience while reducing deployment complexity and cost.

For more information, please visit netinsight.net

Follow us on LinkedIn: linkedin.com/company/net-insight

About Oracle Cloud Infrastructure

Oracle Cloud Infrastructure (OCI) offers cloud infrastructure services designed to help organizations run a wide range of enterprise and media workloads with flexibility and scale. OCI supports multicloud and distributed cloud strategies while helping customers optimize performance, resiliency, and operational efficiency.

For more information, please contact OCI-Media-Services_mb@oracle.com

Trademark Notice

Oracle, Java, MySQL, and NetSuite are registered trademarks of Oracle Corporation. NetSuite was the first cloud company—ushering in the new era of cloud computing.

Image Attachments

[Oracle 1920x1080](#)

Attachments

[Net Insight brings cloud-native live media orchestration to Oracle Marketplace](#)