

Net Insight and Globecast help EMPA match live motorsport distribution to each event

Stockholm, Sweden – September 28th, 2026 – Net Insight today announced that it is collaborating with Globecast and motorsport media specialist EMPA to scale live distribution across EMPA's growing portfolio of motorsport events and series. By combining professional IP contribution with satellite, fibre and digital delivery, EMPA can match distribution cost and reach to each event – while keeping the live service reliable, predictable and under control.

The model was put to work at the 2026 ADAC RAVENOL 24h Nürburgring, where EMPA managed approximately 45 hours of live coverage and around 100 individual streams. Up to four feeds were contributed simultaneously to Globecast using SRT for onward delivery to broadcast and digital takers.

The Nürburgring production builds on more than 300 hours of net ingest time across EMPA events and series using Globecast's IP, satellite and fibre services.

With around 100 live events each year, EMPA needs a distribution model that can scale down economically just as effectively as it scales up operationally. For smaller events, IP contribution can remove the need for a dedicated uplink facility at the venue, while satellite and fibre remain available where they make operational and commercial sense.

"Every event has a different audience, rights strategy and commercial profile," said Niko Spaleck, Managing Director, EMPA. "The ability to match the distribution setup to the opportunity helps us reach broadcasters and digital platforms efficiently – whether we are working with a major international event or a smaller production."

Net Insight's Nimbra Edge provides IP contribution and digital delivery, as part of Globecast Content Exchange multi-transport orchestration layer, alongside monitoring and control for professional live media transport. This keeps the live service consistent as destinations and delivery methods change, without rebuilding the underlying workflow.

"The challenge is not simply moving video over IP – it is making different distribution models practical to operate within the same service environment," said Steve MacMurray, Head of Digital Media Development, Globecast. "Combining the Content Exchange "single pane of glass" interface and orchestration layer with Nimbra Edge, lets us adapt how a service is delivered, across multi-transport solutions, without giving up the visibility and control professional live media requires."

The ADAC RAVENOL 24h Nürburgring, organized by ADAC Nordrhein e.V. and promoted by Skyline Management, combines more than 50 years of tradition with a scale unmatched in global motorsport. In 2026, a record 352,000 spectators witnessed 161 cars and 584 drivers take on the legendary Nordschleife, while Max Verstappen's debut only heightened the global attention and helped generate record viewership for the event.

"Live media should not be limited by the economics or architecture of a single delivery method," said Andreas Eriksson, CEO of Net Insight. "EMPA and Globecast show what that means in practice: the delivery model can change with the event while the live service remains reliable and under control. That can make professional live distribution viable for a broader range of content – and it is at the heart of Open Live Media."

The companies are now exploring deeper integration between EMPA's workflows and Globecast Content Exchange for future live events.

For further information, please contact:

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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

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About Globecast

Globecast is the leading media integration and managed services platform provider for broadcast, media, and entertainment, pioneering the shift to the cloud and its transformative impact. It offers consulting, integration, and 24/7 managed services. Globecast orchestrates a solution ecosystem to design, integrate, and manage advanced hybrid cloud services in broadcast and media, covering acquisition, contribution, media supply chain, and the distribution of live TV channels, sports, news, special events, and on-demand content. Each offering is backed by a commitment to ultimate quality, maximizing content monetization across all relevant platforms.

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[Globecast PR Image](#)

Attachments

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