



Telstra Global Media Network extends reach through new partnerships and capabilities

London, UK, 7 April 2020 - Leading telecommunications and technology company, Telstra, announces advancements and partnerships to its Telstra Global Media Network (GMN) through a cloud gateway solution and media data services, as well as an extension of its GMN Partner Alliance with two new partners, PSSI and Intelsat.

Originally set to be announced at NAB 2020 and rolling out in April 2020, the new cloud gateway solution, known as GMN MediaNet, expands on the Telstra GMN's international fibre, satellite and partner media networks by providing a gateway from "on-net" media rights holders to "off-net" media buyers, using cloud infrastructure.

Telstra is also adding data-based capability, known as GMN Media Data, using bi-directional and multi-point Ethernet services with the ability to create data channels that allow a point-to-point data link between a media company HQ and a remote event or location. Improving operations and workflows for contribution customers to bundle components which reduces their operational costs.

The Telstra Global Media Network is a purpose-built video contribution and distribution network integrating underlying media fibre networks, satellite capabilities, and partnerships, connecting 2500+ OnNet endpoints, including 1000+ customer sites and more than 1500 venues and stadiums. The addition of a new secure cloud gateway to and from the network will allow high-quality video transport to and from markets with little to no infrastructure, as well as incident prone areas.

Andreas Eriksson, Head of Telstra Broadcast Services said, "This new solution enables media buyers to scale the management of delivery in addition to the services we provide today and to meet service level agreements in a cost-effective manner. We offer a premium service but can scale up and down service assurance and management to meet media buyer's Service-Level Agreements."

Telstra is also extending the Telstra Global Media Network Partner Alliance in the USA and globally through two new partnerships with PSSI Global Services and Intelsat.

PSSI is a North American leader in live event management, transmission and connectivity solutions and owns and operates a large fleet of C-band and Ku-band transmission vehicles, as well as maintaining field operations teams throughout the USA. The Telstra GMN is strategically connected into the PSSI International Teleport to deliver North American content into Asia Pacific, Europe and the world.



Intelsat owns and operates a satellite backbone with terrestrial infrastructure for hybrid satellite and fibre connectivity and operates eight strategically positioned global teleports reaching the entire Earth's surface.

“At Telstra Broadcast Services we are constantly evaluating solutions that transport high-quality live video using cloud infrastructure in a secure manner via connected networks.. We are delighted to be expanding the service and ensuring that we can provide a new and secure link for global contributors,” said Mr Eriksson.

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About Telstra

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