

Nevion and TAG partner to simplify the deployment of broadcast production solutions

Partnership solidifies and deepens a long-standing relationship

Oslo, Norway, and Tel Aviv Israel, 18 January 2023 – [Nevion](#), a Sony Group Company and award-winning provider of virtualized media production solutions, and [TAG Video Systems](#), the leader in realtime media performance, software-based deep monitoring of linear video workflows, announced today a partnership to simplify the deployment of IP-based broadcast production solutions. The partnership involves an integration of the companies' flagship products, as well as the development of associated delivery and support services.

As broadcasters increasingly adopt IP technology in their live production workflows, they are looking to have the freedom to choose the best-of-breed products most suited to their requirements. At the same time, they want to reduce the complexity of integrating products together in their environment and of supporting them in production.

Recognizing this, Nevion and TAG have decided to formalize and extend a relationship they have established over the course of multiple projects for major broadcasters across the world.

[Nevion's media orchestration platform, VideoIPath](#), is already integrated with TAG's software-based IP multi-viewer offering, which is part of the company's [Realtime Media Performance Platform](#). The integration enables the optimized routing of video signals across IP networks into the [multi-viewer](#), which also offers [probing and monitoring](#) capabilities. VideoIPath will continue to be enhanced to take advantage of the advanced capabilities of TAG's platform.

[Nevion's software-defined media node, Virtuoso](#), also integrates with TAG's multi-viewer, using standards like SMPTE ST 2110, JPEG 2000, and JPEG XS to provide video signals to the platform. The engineering teams of Nevion and TAG are also cooperating to provide the best end-to-end solution, with Virtuoso being used as a reference node in TAG's labs.

In addition to the product integrations, the new partnership will see Nevion strengthen its professional service and support capabilities to handle TAG's platform even more deeply, thereby simplifying the deployment and exploitation of the overall production solution.

Kevin Joyce, Zer0 Friction Officer at TAG added: "The transition to IP workflows has greatly accelerated in the past two years. To provide clients the greatest value, to empower their business, technology providers like TAG and Nevion need to proactively join forces and unite their expertise. This partnership will not only help our customers reduce complexity but will also help enhance both companies' solutions with the mutual goal to better support our media companies' business."

Jan Helgesen, Head of Product and Solutions at Nevion said: "Nevion, together with its parent company Sony, have been developing an ecosystem of solutions, products,

services and partnerships called Networked Live to enable broadcasters to enable mission critical live production from anywhere at any scale. This ecosystem is designed to make it easy for our customers to make the choices that are right for them. This partnership with TAG, which is built on very complementary offerings and years of working together, is therefore an important part of Networked Live.”

Nevion and TAG will be at [NAB 2023 in Las Vegas April 15-19, 2023](#), on booths C8101 (Sony) and W1672 respectively.

About TAG Video Systems

TAG Video Systems is the world leader in 100% software based integrated IP Multiviewing, Probing and Monitoring solutions. Introducing its first IP solution in 2008, today TAG supports over 100,000 probing/monitoring points across the four primary broadcasting applications - Live Production, Playout/Master Control, Distribution and OTT. TAG's Zer0 Friction philosophy allows Broadcasters and Content Distributors to minimize complexity, manage the pace of change, while competitively enabling business operations. The 100% software platform supports both compressed and uncompressed formats, including MPEG TS, JPEG- XS, CDI, NDI, JPEG2000, SMPTE 2110, SMPTE 2022-6/7, MPEG-DASH and HLS. TAG's solutions run on standard Commercial Off-The-Shelf hardware (COTS) and cloud, providing state-of-the-art IP monitoring and analysis tools combined with highest quality UHD Multiviewer available on standard and mobile device displays. For more information: www.tagvs.com

About NeviON

As the architect of virtualized media production, NeviON, a Sony Group Company, provides media network and broadcast infrastructure solutions to broadcasters, telecommunication service providers, government agencies and other industries. Increasingly based on IP, virtualization and Cloud technology, NeviON's solutions enable the management, transport and processing of professional-quality video, audio and data – in real time, reliably and securely. From content production to distribution, NeviON solutions are used to power major sporting and live events across the globe. Some of the world's largest media groups and telecom service providers use NeviON technology, including AT&T, NBC Universal, Sinclair Broadcast Group Inc., NASA, Arqiva, BBC, CCTV, EBU, BT, TDF and Telefonica.

For more information please visit www.nevion.com. Follow NeviON on Twitter @nevioncorp

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