



### **BBC WORLD SERVICE EMBARKS ON GLOBAL IP TRANSITION WITH ENCOMPASS AND ZIXI**

The BBC World Service has begun a landmark shift from satellite to IP-based distribution, collaborating with Encompass Digital Media and Zixi to power a modernized global network. The transformation enables the BBC to deliver content to its global partners with greater efficiency, reliability, and flexibility.

The project reached its first



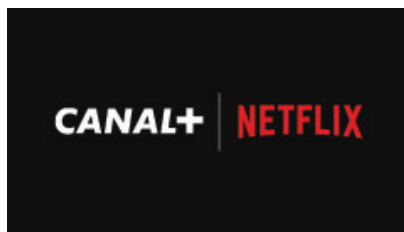
major milestone in March 2025 with a full IP switchover for partners across Europe. The rollout will now continue across the Americas, Asia, Africa, and the Pacific in phases. At the core of the transition is Encompass' Altitude Connect platform, which seamlessly integrates Zixi's IP transmission technology with Encompass' broadcast cloud infrastructure.

"This shift is a pivotal step in our ongoing digital modernization," said Nigel Fry, Director of Distribution for BBC News International Services. "It enhances our ability to reach global

audiences securely and efficiently, even in regions where satellite delivery is no longer viable."

### **CANAL+ EXTENDS NETFLIX DEAL TO 24 AFRICAN NATIONS**

In a first-of-its-kind deal for the region, Canal+ is set to offer Netflix as part of its pay-TV packages across 24 Sub-Saharan African countries. The strategic partnership marks an



expansion of their existing collaboration in France and Poland and positions Canal+ as a super-aggregator in African markets.

The integration is expected to go live in July, giving Canal+ subscribers seamless access to Netflix's global content library alongside its robust lineup of over 400 live channels and 28 African-targeted channels.

### **BOSNIA AND HERZEGOVINA KICKS OFF LONG-AWAITED DIGITAL TV ROLLOUT**

Bosnia and Herzegovina is finally entering the digital terrestrial television (DTT) era, starting broadcasts with the DVB-T2 standard—the most advanced currently in use. The initial rollout has begun in Sarajevo, Mostar, and Banja Luka, with expansion planned for Tuzla, Zenica, and other urban centers.

Minister of Communications and Transport Edin Forto held a coordination meeting this week to confirm the revised rollout plan. The



project, delayed by contractual complications and sanctions on one consortium member, is now on track to be completed by December 2025.

### **AZERION UK PARTNERS WITH AUDIENCEPROJECT TO CRACK CTV MEASUREMENT GAP**

Azerion UK is tackling one of the biggest challenges in connected TV (CTV) advertising—fragmented audience measurement—through a strategic partnership with AudienceProject. The collaboration will enable Azerion to provide clients



with cross-platform visibility for campaigns running on major streamers like YouTube, Prime Video, and Netflix.

AudienceProject brings a unique methodology combining deep learning, probabilistic modeling, and panel data to overcome the absence of a unified currency in CTV. The solution aggregates audience data across platforms—something no single Demand Side Platform (DSP) can offer—enabling better investment decisions in the fast-growing digital video space. ■