



Harmonic to Showcase Breakthrough Video Streaming and Broadcast Delivery Innovations at IBC2025

July 15, 2025

Harmonic's Hybrid, AI-Powered and Live Sports Streaming Innovations are Key to Elevating Viewing Experiences, Boosting Monetization and Optimizing Costs

SAN JOSE, Calif., July 15, 2025 /PRNewswire/ -- Harmonic (NASDAQ: HLIT) today announced it will showcase a collection of breakthrough innovations at IBC2025, reinforcing its leadership in video streaming and broadcast delivery. The company will spotlight hybrid cloud and on-premises streaming solutions, powerful AI-driven workflows, innovative ad insertion technologies and groundbreaking advancements in live sports streaming. These transformative solutions enable broadcasters and service providers to elevate viewer engagement, unlock new monetization opportunities and improve operational efficiency across their video infrastructure.



"At IBC2025, Harmonic is excited to highlight innovations designed to help broadcasters, streamers and service providers maximize their investments across their video workflows," said Gil Rudge, senior vice president, solutions and Americas sales, video business at Harmonic. "Our commitment to pioneering compelling, industry-relevant video solutions that drive the industry forward is empowering broadcasters and service providers to deliver exceptional value to their audiences."

Increasing Flexibility and Efficiency

Harmonic will showcase state-of-the-art solutions that increase agility and streamline operations:

- **Amping up UHD channel density:** Harmonic will feature its industry-leading Software Spectrum X media server with double the channel density for UHD workflows, resulting in higher video resolution and outstanding QoE for viewers.
- **Enhancing bandwidth efficiency for 5G applications:** Harmonic's advanced video compression technology enables HD video delivery at exceptionally low bitrates over 5G networks leveraging the VVC codec and DVB-NIP standard.
- **Leading the charge for hybrid streaming:** Harmonic's approach to hybrid streaming with centralized orchestration allows users to seamlessly take advantage of on-prem and cloud deployments simultaneously for outstanding flexibility and efficiency.
- **Simplifying payout:** Harmonic's playout-to-delivery solution available on VOS[®]360 Media SaaS for cloud and on VOS Media Software and XOS Advanced Media Processor for on-premises enables operational and cost efficiencies.

Maximizing Every Revenue Opportunity

Harmonic's advancements empower broadcasters and service providers to maximize their revenue streams:

- **Transforming programmatic ad buying:** Harmonic will showcase an innovative solution that uses programmatic ad buying efficiencies for linear TV, connecting traditional and digital advertising models.
- **Making ads more impactful:** Harmonic enables automatic insertion of in-stream ad formats using AI to detect relevant moments in live sports action. These new ad units keep viewers engaged, ensure brand safety and raise CPM values.
- **Boosting ad revenues:** Powered by AI, Harmonic's VOS360 Ad SaaS automatically inserts ad breaks in VOD assets and live content enabling monetization of any feed without the need for production crews or manual operations.

Redefining Live Sports Streaming

- **Innovating live sports streaming:** Harmonic will demonstrate its innovative live sports streaming solution that maximizes monetization, protects sports content against piracy and enhances fan engagement with geosync low latency and advanced multiview capabilities.
- **Elevating viewing experiences:** Harmonic will show AI-powered features including speech-to-text AI, AI-driven sports clipping for real-time highlight creation and automated translation with voice cloning or over-dubbing in any language.

Fueling Innovation Through Collaboration

Harmonic is partnering with industry leaders to drive innovation for video streaming and broadcast delivery:

- **Simplified video deployments:** Harmonic solutions are integrated with leading system integrators and managed services providers, including Hexaglobe. Harmonic solutions are also compatible with Arbor Media's specialized AV software platform.
- **Enhanced viewer engagement:** Harmonic is collaborating with VisualOn to enable a more immersive video streaming experience through multiview capabilities.
- **Efficient video CMS:** Harmonic is now fully integrated with ViewLift CMS for streaming premium content within a seamless, integrated ecosystem.

Harmonic and Enghouse Networks Highlight Sports D2C Innovation

At the IBC Show Conference, Alex Paugam, Harmonic's senior director of business development and global strategic accounts, will join Mick McCluskey, vice president of product management at Enghouse Networks, to highlight the power of collaboration in driving direct-to-consumer sports innovation.

Harmonic will demonstrate its latest innovations at IBC2025, Sept. 12-15, in Amsterdam in stand 1.B20. Further information about Harmonic and the company's range of products and solutions is available at www.harmonicinc.com.

About Harmonic

Harmonic (NASDAQ: HLIT), the worldwide leader in virtualized broadband and video delivery solutions, enables media companies and service providers to deliver ultra-high-quality video streaming and broadcast services to consumers globally. The company revolutionized broadband networking via the industry's first virtualized broadband solution, enabling operators to more flexibly deploy gigabit internet services to consumers' homes and mobile devices. Whether simplifying OTT video delivery via innovative cloud and software platforms, or powering the delivery of gigabit internet services, Harmonic is changing the way media companies and service providers monetize live and on-demand content on every screen. More information is available at www.harmonicinc.com.

Legal Notice Regarding Forward-Looking Statements

This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. Statements concerning Harmonic's business and the anticipated capabilities, advantages, reliability, efficiency, market acceptance, market growth, specifications and benefits of Harmonic products, services and technology are forward-looking statements. These statements are based on our current expectations and beliefs and are subject to risks and uncertainties, including the risks and uncertainties more fully described in Harmonic's filings with the Securities and Exchange Commission, including its Annual Report on Form 10-K for the year ended Dec. 31, 2024, its Quarterly Reports on Form 10-Q and its Current Reports on Form 8-K. The forward-looking statements in this press release are based on information available to Harmonic as of the date hereof, and Harmonic disclaims any obligation to update any forward-looking statements.

Harmonic, the Harmonic logo and other Harmonic marks are owned by Harmonic Inc. or its affiliates. All other trademarks referenced herein are the property of their respective owners.

 View original content to download multimedia: <https://www.prnewswire.com/news-releases/harmonic-to-showcase-breakthrough-video-streaming-and-broadcast-delivery-innovations-at-ibc2025-302505306.html>

SOURCE Harmonic Inc.

Netra Ghosh, Corporate Communications Manager, +1 425-215-5525, netra.ghosh@harmonicinc.com; David Hanover, KCSA Strategic Communications, Investor Relations, +1 212-896-1220, investor@harmonicinc.com