platform

GRASS VALLEY: CREATING BRAND PRESENCE AND VISION IN A TIME OF TRANSFORMATION

1 CHALLENGE: TAKING BROADCAST INNOVATION TO THE NEXT LEVEL

For over 60 years, Grass Valley has been a leading pioneer in the creation of technologies and workflows for the global television industry. As the TV industry has undergone major changes and shifts from analogue to digital, SD to HD and onto UHD, SDI to IP, Grass Valley has been at the forefront of innovation, delivering an array of award-winning industry firsts and ground-breaking solutions to ensure broadcasts are live on air.

The challenge emerging for Grass Valley was to take its longstanding role as a media and entertainment pioneer to the next level. In recent years, the media industry has embarked on a new wave of transformation, driven by the shift from hardware-based infrastructure to more flexible, cloud-based workflows. These new software centric solutions deliver flexibility and economies of scale to broadcasters and content creators as they strive to meet consumers' growing demand to view high quality video content, on any device.

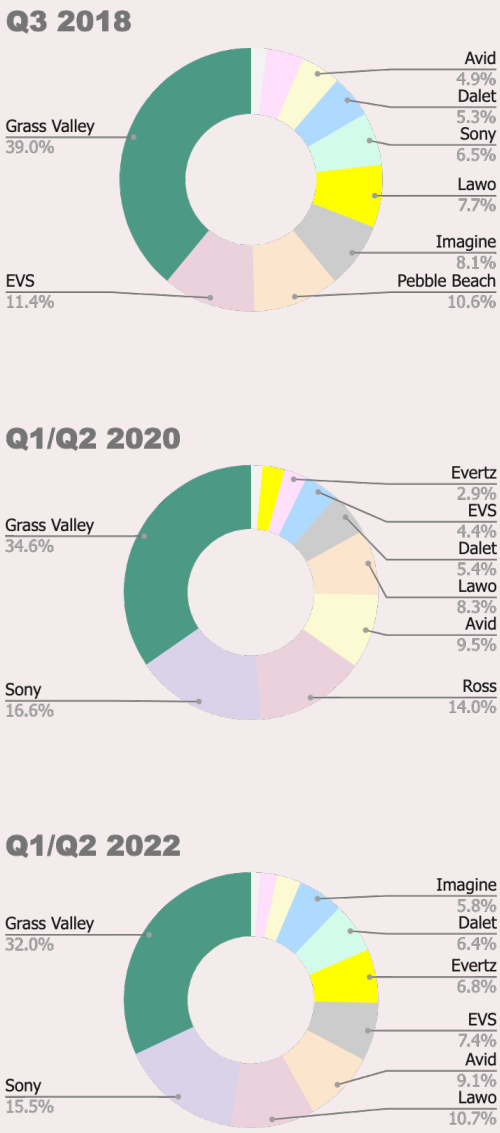
Grass Valley needed to reinforce its position as an industry leader by transforming itself into a cloud-first innovator and visionary – seen to be leading the transition to cloud and not simply following the pack. If it failed, the company risked losing sales, weakening customer relationships, and eroding its overall standing in the media sector.

To ensure that it stayed at the forefront of this transformation, Grass Valley decided to focus on its core expertise. It made the bold move to position itself as the partner of choice for all media companies in the LIVE TV sector, steering them through their individual journeys of adopting cloud technologies at their own pace. The ultimate task was to make sure Grass Valley remained as the go-to solutions provider for live sports, news and entertainment.

2 SOLUTION: NEW VISION NEEDS TRUSTED COMMUNICATIONS

As it prepared to launch its new vision to the market, Grass Valley turned to its long-standing communications partner, Platform Communications, knowing it could trust the agency with this important task.

This trust was built on over five years of collaboration that had seen Platform deliver PR and thought leadership campaigns that consistently kept Grass Valley ahead of its competitors, securing No. 1 Share of Voice among trade media around each NAB Show (April) and IBC Show (September) for five straight years – from 2018-2022.

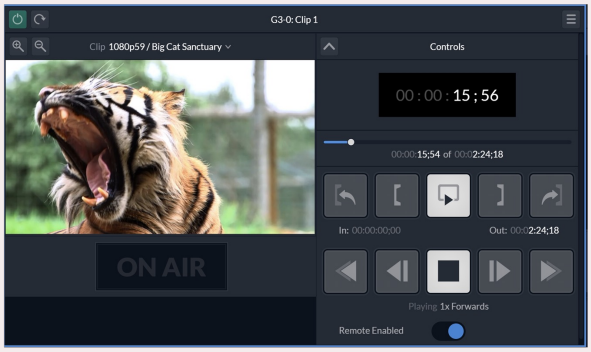


2 Communications Approach

Platform worked with Grass Valley to structure a communications program that would establish Grass Valley's vision, mission and brand narrative in the broader media and entertainment marketplace. The critical elements of this program included:

- Creating new messaging to communicate that Grass Valley is again leading the way in innovation in the media tech space
- Launching new cloud-based solutions to underpin the GV position – centered on AMPP, its cloud-native Agile Media Processing Platform, along with related applications
- Unveiling an engaging new brand image that matched the company's rapid evolution into a cloud pioneer and its vision for a cloud-driven future
- Amplifying the voice and presence of Grass Valley's people to make them recognized industry experts and trusted thought leaders, driving conversation on the critical business and technology challenges facing media leaders around the world
- Building on long-standing media and analyst relationships to educate and inform the market of Grass Valley's position
- Demonstrating the industry's confidence in GV as an innovator and trusted partner through news stories on technology partnerships and business wins with some of the world's biggest media brands
- Establishing thought leadership through in-depth content offering insights into the industry's direction and what media companies need to do to futureproof themselves

AMPP
Agile Media Processing Platform



Grass Valley
WE LOVE LIVE

2

"We Love Live!"

Fundamental to Grass Valley successfully repositioning itself as a cloud and Software as a Service (SaaS) trailblazer was establishing 'Live' as the central focus of integrated content generation, press outreach, social media, influencer engagement and thought leadership campaigns.

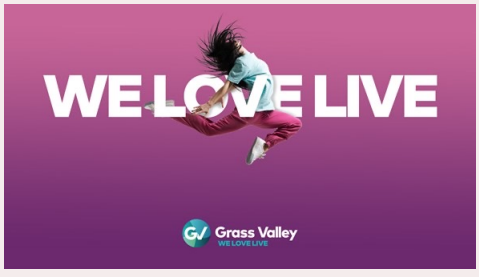
Platform developed a two-phase Comms and PR program built around 'Live' – a crucial value driver for both traditional broadcasters and linear streaming services, and an area deep in GV's DNA that its leadership wanted to own.

Phase One of the campaign, **'GV Live',** involved heavy press outreach launching AMPP and showcasing Grass Valley's ground-breaking GV Media Universe (GVMU) to the industry, which brings together best-in-breed technology vendors to integrate seamlessly within a unified cloud-based ecosystem with AMPP at its core. This phase centered all media outreach, announcements and editorial content on AMPP, GVMU and the transition to cloud and IP-based technologies.

This initial media phase laid the ground for Phase Two, **'We Love Live!':** the launch of the new corporate brand identity – built on the creation of compelling messaging that conveyed a narrative reflecting the company's cloud-first vision and mission, while underlining GV's proven position as the technology partner of choice for live media production.

The Right Story

Setting out the messaging ensured everyone across the organization would tell a consistent story in language and a tone of voice that would resonate within the market. It provided the foundation for the integrated rebrand campaign, repositioning the company as an inspirational, cloud-ready market leader future-proofing the industry players it works with.



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To create the messaging, the Platform team conducted 360-degree research, drawing on existing materials and in-depth interviews with Grass Valley executives, industry analysts, press, partners, and customers – as well as an audit of competitor brand stories. Through this process, the team developed a story and messaging built around the 'We Love Live!' strapline and positioning.

The result was a messaging framework that included an elevator statement, internal and external manifestos, messaging pillars, a new press release boilerplate, company descriptors, agreed outlook on the media market, and copy drilling down into how Grass Valley empowers media companies to deliver premium live content. All these materials fed into the integrated PR and comms campaign supporting the launch of 'We Love Live!'

Integrated Campaign

The integrated campaign paving the way for and launching 'We Love Live!' deployed a full range of PR and comms tools.

Media Relations for the campaign featured the AMPP product launch, the 'We Love Live!' rebrand, a proactive press office, global press events, and aggressive editorial placement. Starting with the initial launch of GV AMPP in April 2020, Platform delivered a drumbeat of successive press releases to drive media coverage around additional GV AMPP product launches and customer deployments, alongside key innovations in IP-based workflows and major long-term commercial agreements with top media customers.

The first phase created market momentum and a long-term build-up to the full 'We Love Live!' corporate image announcement at a press event in October 2021, with the second phase culminating at NAB 2022 – the first face-to-face large-scale media industry event in two years – with a live, in-person press conference at the show that drew 30+ media and analysts. In all, the campaign delivered five press events through 2020-2022 that attracted 150+ journalists from around the world, including four cutting-edge virtual events that surmounted the media outreach hurdles presented by the pandemic.

Broadcasting+Cable — Grass Valley Turns Up the Power of Cloud Production with GV AMPP

THE BROADCAST BRIDGE — Grass Valley Gets AMPP'D Up For Remote Production

tvtech — GV Inks $25M Media Production Deal With Qvest

FEED — Grass Valley: Making a playout for cloud

SVG — Grass Valley Brings Unreal Engine to AMPP

NAB SHOW DAILY — Grass Moves Media Production Forward With AMPP, AWS

Panorama audiovisual.com — Globo opta por la plataforma GV AMPP para producir eventos deportivos y de entretenimiento

BROADCAST — Grass Valley and NEP sign enterprise agreement

ESI ESPORTS INSIDER — EA selects Grass Valley for remote esports production

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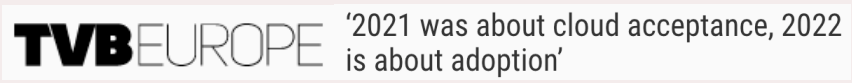
Thought-Leadership Foundation

The media outreach also fed into **thought-leadership** initiatives with placements of bylined articles and feature commentary, positioning key Grass Valley spokespeople as experts offering critical insights on the future of the industry. Key placements included: Sports Business Journal – 'The next World Cup winner: The cloud?' by Chief Innovation Officer Chuck Meyer; TV Technology – 'Broadcasters' Role in the Evolving TV Landscape' by Chief Marketing Officer Neil Maycock; and InBroadcast – 'All on-board: navigating the route to the cloud' by Larissa Goerner, Senior Director Product Line Management, AMPP.



The foundation for the thought leadership was the messaging and owned content that included blogs for the Grass Valley website and GV vision papers that underscored the company's expertise, strategic approach and understanding of the cloud/IP-driven future of the industry.

The blogs and other content, drafted by Platform in consultation with Grass Valley executives, included vision papers 'The Future of Production in the Age of Media Choice' and 'The Dynamic IP Blueprint: Unleashing Creativity in Live Media'. The papers were used as a central resource across PR, comms, marketing and sales activity, including placed articles, blog content, customer email blasts, newsletters, and influencer social media posts.

Driving Industry Engagement

The **Social Influencer** element of the integrated campaign was critical to reaching and engaging with target partners and customers around the world while pointing them to the thought leadership papers, blogs, articles and other content. Ultimately, B2B tech people buy from people, and for the GV influencers, Platform created individualized content that enabled them to share valuable insights in their own authentic voices via their personal LinkedIn accounts. The Platform social team amplified visibility by drafting comments and connecting the influencers to active conversations among their networks, identifying engagement opportunities and suggesting responses. Influencers' posts landed on the home pages of target contacts, including key customers such as Sky, Discovery and ES Broadcast.

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GV Social Influencers

Larissa Görner · 1st
Senior Director Product Line Management, AMPP at Grass Valley | Co-C...
11mo ·

2021 was a big year for major sports, with calendars marked with events such as #Euro2020, #Wimbledon, and the #Olympic and #Paralympic Games.

I was excited to see the 2020 Olympics feature heavily with more niche sports like #skateboarding, #taekwondo, and #surfing — it's fantastic to see these lower profile sports showcased on the world's biggest stage.

And from a technical standpoint, as #technologies such as #cloud continue to advance, tier 2 and 3 sports will have a greater opportunity to find their own audiences.

Cloud has leveled the playing field. Its elasticity means you can stream events in parallel and pay per use - if there is no event, there is no delivery cost. Cloud can expand the scope of production without significantly impacting the cost to produce more content.

There were several examples last year of Grass Valley's #GVAMPP being central to the production of outstanding sports content, you can read more about that in my recent SVG article: https://bit.ly/3qUejZq

Thanks for the coverage, Heather McLean SVG Europe

#GVLovesLIVE #GrassValley

Levelling the playing field: Grass Valley discusses the benefits of cloud and IP workflows for lower tier sports

svgeurope.org · 5 min read

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Tim Banks · 1st
VP Sales, EMEA at Grass Valley
8mo ·

Forget the #AprilFoolsDay jokes – the best part of this week was when the UK-based Grass Valley team held an actual in-person live event with several of our customers and partners at Reading Football Club!

The team and I thoroughly enjoyed hosting the event and presenting our live production breakthrough technologies and solutions. But first, a few special thanks to:

- Kevin Hein for his presentation on cameras and mapping the journey to native IP enabled UHD HDR content acquisition
- Trev Sword for highlighting the latest innovations across our switcher product line
- John Carter and Adam Marshall for providing an overview and introduction to AMPP, GV's Agile Media Processing Platform
- John Carter and Paul Scott for presenting recent case studies illustrating our leadership in #remote production, UHD/HDR and cloud-based workflows
- ES Broadcast for their help with arranging and equipping the event

Another big takeaway from the event was the fantastic attendance and engagement from key leaders across #media and entertainment. It was great to see friendly faces from the likes of BBC, Red Bee Media, ES Broadcast, Gravity Media, NEP Group, Inc., Sky, Timeline Television, IMG, ITN and ATP Media.

The value of face-to-face interactions and networking cannot be overstated – so roll on NAB Show! And, watch out for the next in our series of live in-person technology events. #GVLovesLive

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Chuck Meyer · 1st
Innovating for the Future
1yr ·

I think it's sometimes easy to forget that #cloud technology dates back as far as the early 2000s. The phrase – 'internet cloud' – was used to describe how files were uploaded in one location and downloaded in another. That definition has evolved somewhat – 20+ years is a long time in the tech space!

The cloud is now used on a minute-by-minute basis to store, transport, and retrieve an abundance of data and files. Emergen Research suggests the global cloud TV market will register a CAGR of 10.8% by 2028.

As the #media and entertainment market goes through one of the most intense periods of change in a generation, we will see many more cloud-based approaches undertaken, enabling the transition to more flexible and efficient operations.

Cloud is the backbone of various media applications, from remote productions to #playout operations. Fully elastic playout means that a team can engage with a major event or secure rights, then launch a #TV channel in almost no time at all.

My Grass Valley colleague Karl Mehring recently spoke with Bob Kovacs on cloud playout for TV Technology: https://bit.ly/2ZfEQXp

Ewan Johnston Ignacio Revuelto Roselló Robert Gambino Miroslav Jeras Rick Young

#GrassValley #GVlovesLive

Making the Cloud Work for Broadcast

tvtechnology.com · 7 min read

You and 48 others — 3 comments · 1 repost

Neil Maycock · 1st
Chief Marketing Officer, EVP Delivery & Support
1yr · Edited ·

It's been fantastic to be back on the #tradeshow trail at CABSAT I 26 - 28 OCT 2021 I Dubai this week. Grass Valley strongly supports the return of our industry events, and we're delighted to have several of the Grass Valley team - Timothy Shoulders II, Tim Banks, Hany Bartella, and more - here in Dubai. It is great to connect with customers in the region face-to-face once again.

However, not everyone can attend re-opening events just yet, so digital means of communication remain key. That's why I am pleased to announce the launch of the Grass Valley Spotlight, a digital platform to highlight our #tech innovations and enable customers to browse our latest offerings 24/7. You can take a look here: https://bit.ly/3mhrhiK

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Award-winning solutions

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The integrated campaign also included an **awards programme**, with Grass Valley winning five awards in 2021, following the launch of GV AMPP.

GV AMPP received the NAB Product of the Year award in the Cloud Computing and Virtualization category, while the company was also a shared winner at the SVG Europe Sports TV Awards for its role in the 'Outstanding Production Achievement – Innovation: Sky Virtual Production Suite'.

3 OUTCOME: SURGING IN THE FACE OF A TOUGH BUSINESS CLIMATE

In meeting the challenge of its repositioning, Grass Valley thrived when many businesses were struggling under the weight of the pandemic, generating positive momentum to drive **24% revenue growth in 2021 – including 27% year-on-year in Q4**. In 2021 alone, the company secured **$140 million in enterprise deals** with leading media companies such as Gravity Media, GOL TV, Qvest and Broadcast Solutions.

Grass Valley forged and announced new cloud-centric partnerships with industry heavyweights such as Amazon Web Services, Epic Games, Telstra Broadcast Services, and NEP; it secured major new broadcast customer wins with NBC Sports, Brazil's Globo, Discovery's Eurosport, and MotoGP; and unlocked new market segments such as De Tune in the corporate space and leading esports players like Blizzard, EA Sports and Gfinity.

The campaign created buzz around the company as a modern, forward-looking force in the industry, enabling it to show that it had the expertise to drive the cloud future – bringing some of its most innovative executives to the fore through blogs, article placements and social media. **Platform secured 140 editorial opportunities from April 2020-April 2022.** And in terms of social influencer success, overall views (total per post across all GV's social influencers) **increased by 80%, and engagements (across all influencers) grew by 171%.**

Working with Platform, Grass Valley delivered a highly successful NAB Show 2022, maintaining **No. 1 Share of Voice**. It used NAB as a platform to underscore the messaging delivered through the integrated campaign during the previous two years, championing its commitment to be the transformation partner of choice for media companies as they transition to an IP- and cloud-driven future.

Competitor Share of Voice Analysis

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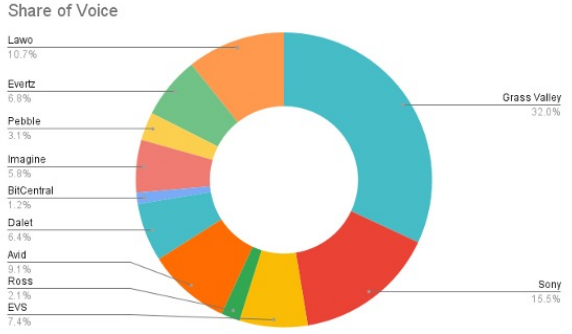
Company	Avid	BitCentral	Dalet	Evertz	EVS	Grass Valley	Imagine	Lawo	Pebble	Ross	Sony
No. of press releases	10	3	5	9	8	11	5	8	3	9	6



Method: Platform retrieved and analyzed coverage that the following companies received in 14 select top-tier publications, print and online, from March 1 – April 30.

Insights:

- Grass Valley achieved the largest share of voice (SoV) across these publications.
- Grass Valley shared the most press releases, but Avid, Evertz and Ross Video also distributed a significant amount.
- Grass Valley, on average, culminated **17** pieces of coverage per press release.
  - Avid and Evertz achieved **4** pieces on average.
  - Ross achieved **1** piece on average.

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