

## Telos Alliance Media Solutions Initiative



Telos Alliance, a company with expertise in broadcast audio for more than three decades, expands its offering for the media and entertainment market with a new Media Solutions initiative, presented for the first time at IBC2024 (RAI Amsterdam, 13-16 September) – Hall 8, stand #8.D37. The Media Solutions initiative extends the company’s commitment to empowering tier one broadcast, sports and streaming organizations with Next Generation Audio technologies, transforming media experiences with immersive sound and deeper personalization. Harnessing Telos Alliance’s deep product portfolio and dedicated broadcast expertise, the initiative drives continued innovation and better serves media and entertainment markets with enhanced service, sales, and support levels.

Scott Rothenberg, SVP of Technology and Capital Planning at global media solutions leader NEP Group, said: “Media companies are under more pressure to deliver unique, personalized experiences to audiences across new platforms and geographies. To achieve this level of customization at scale, content providers need to ensure Next Generation Audio is at the core of live production workflows. We share the same vision as Telos Alliance when it comes to championing audio that makes audiences feel more valued – and drives greater value.”

“Just ‘good enough’ audio doesn’t cut it in the competitive media landscape anymore - delivering exceptional audio quality is fundamental to engaging and retaining audiences,” said Telos Alliance CEO Scott Stiefel. “Despite rapid innovation in ultra-high quality video and immersive on-screen experiences, broadcast audio is overlooked far too often. Content providers need more support in seamlessly enabling Next Generation Audio technologies that transform auditory

experiences. Our Media Solutions products empower brands to wow audiences and brings our business closer to established and new customers.”

Telos Alliance’s Media Solutions initiative will pioneer Next Generation Audio (NGA) technologies, enabling content providers to exceed audience expectations with immersive, personalized audio that captivates and retains viewers. Over one billion consumer devices already support Next Generation Audio, a standard that enables personalized, accessible and interactive experiences by allowing individual viewer devices to engage with the playback system and customize the output based on user preferences, accessibility requirements, or changing listening environments. Whether media is consumed via in-ear headphones, soundbars or multi-speaker setups, NGA enables intuitive, user-centric features such as enhanced dialogue and sound clarity, advanced volume customization for those with hearing impairments, and commentary and audio track selection for users to choose different commentators for sports events or select alternative language tracks for their favorite shows.

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