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Grass Valley Launches Technology Alliance Program With Flagship Partner Frankly Media To Deliver Accelerated Innovation and Assured Interoperability

MONTREAL, April 2, 2019 /PRNewswire/ -- [Grass Valley](#), a Belden Brand, today launched the Grass Valley Technology Alliance (GVTA), a new program for technology and solutions providers that delivers improved purchasing confidence and selection for customers. The certification program gives broadcasters and media organizations access to solutions that are interoperable with a range of Grass Valley workflow components and platforms. The initiative also provides GVTA members with co-marketing opportunities and greater market access.

[Frankly Media](#) (TSX VENTURE: TLK) (Frankly), the leading lens-to-screen digital platform that empowers media companies to publish and monetize their content across web, social, mobile and OTT experiences, is the Alliance's first member company. The Frankly Media Express Platform is a suite of tools that enables live and on-demand streams to be edited, managed and delivered to any IP connected device. It brings publishers the multiscreen delivery capability they need to maximize audience value and revenue potential.

"Our customers tell us regularly that they need greater efficiency in how they design and deploy our solutions into their workflows. Precious time is too often wasted dealing with discrete products from multiple vendors that aren't necessarily built with interoperability in mind," said Tim Shoulders, president of Grass Valley. "The ability to offer a tested and configured solution with Frankly, especially in a growing area such as digital video delivery, introduces clear benefits to our customers."

As the need for greater efficiency in the management and distribution of digital video to connected devices and apps continues to grow at an astounding rate, the solutions offered by Frankly are particularly valuable to Grass Valley customers. In addition, broadcasters are increasingly looking to extend their traditional "live" linear broadcast feeds to meet the growing number of digital end-points. [The GV STRATUS](#) video production and workflow management platform is now fully interoperable with Frankly's SaaS-based suite. Integrating deeper into the world of traditional broadcast, capturing signaling data for precise ad replacement and metadata for program manipulation downstream is the foundation of true one-to-one advertising and program decisioning for OTT delivery.

"Frankly's Express digital video platform and Express Producer CMS fits seamlessly with Grass Valley's playout systems and optimizes content workflows in a way that streamlines content from lens to multi-screen delivery," said Lou Schwartz, CEO of Frankly Media. "The ability to deploy a platform like ours that has guaranteed interoperability with Grass Valley's workflow gives customers a single platform with unique advantages over others who are designing systems without this level of collaboration. Being part of the GVTA gives Frankly the advantageous position of increased exposure in this alliance and Grass Valley's global customer base."

Members of the GVTA will work closely with Grass Valley prior to being awarded certification to ensure compatibility, interoperability and strategic fit. Member companies will be listed on Grass Valley's website and will collaborate on advertising and other marketing activities.

Shoulders continued: "This Technology Alliance extends the level of certainty we can provide to our customers, during the purchase decision process, that deployment will be fast and straightforward. Solutions from certified GVTA members will be tested and configured to provide a level of certainty that typically doesn't exist in the market today."

For information about Grass Valley solutions and services, please visit grassvalley.com.

Join the conversation at GrassValleyLive: [Facebook](#), [Twitter](#), [YouTube](#)

About Grass Valley

Grass Valley is focused on empowering customers to create, control and connect content wherever, however and whenever it is consumed. In this ever-changing media landscape, content remains the most important element. Many of our customers are faced with the need to create and support new workflows while continuing to operate their legacy workflows, simultaneously broadcasting through traditional channels, Over-The-Top platforms, and Video-On-Demand as well as to tablets, PCs, and mobile devices.

We provide the innovative tools and expertise to help customers improve the efficiency of their operations while telling better stories to attract and keep viewers. With Grass Valley's integrated solutions that enable flexibility, efficiency, cost-effectiveness, quality and scalability, broadcasters and content creators have what they need to sustain their businesses. Headquartered in Montreal, Grass Valley has been in the broadcast business for 60 years and is part of St. Louis-based Belden Inc. For more information, visit www.belden.com.

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About Frankly Media

Frankly Media provides a complete suite of solutions that give publishers a unified workflow in the creation, management, publishing and monetization of all content to any device maximizing audience value and revenue. Frankly brings publishers and their audiences the solutions to meet the dynamic challenges of a diverse content multiscreen world. The company is headquartered in New York with offices in Atlanta. For more information, visit www.franklymedia.com.

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