

News Release

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Switch Media Continues to Grow European Offering as Part of Global Expansion

To bolster its continued growth in the European market, two experienced international broadcast and digital media executives have joined one of the fastest growing video technology businesses, Switch Media.

For [Switch Media](#), key appointments for Europe, Middle East and Africa (EMEA), [Märta Rydbeck](#) as its Managing Director and [Tomas Weber](#) as its Technical Director will add further experience to the company's global leadership team and assist it to deliver on a strategy to drive continued growth and industry disruption.

Switch Media, which was founded in Australia in 2007 as a home office start up, has since grown into a leader in video technology with more than 100 staff across APAC, Europe, Africa and North America and a significant year on year revenue growth since inception.



Chief Executive Officer of Switch Media, Mark Johns said “Switch Media’s track record of building high-quality video solutions for over a decade has helped revolutionise streaming and aided content owners to provide a quality experience and, as a result, better monetise their offering.”

“Marta’s expertise around video workflows and the digital transformation of the broadcast space, combined with Tomas’s intrinsic understanding of media asset management and software solutions, will assist with the continued delivery of innovative products, like our newly launched product suite MediaHQ,” Mr Johns said.

Ms Rydbeck, who has held several senior director positions across Eurosport, Bonnier Broadcasting, Ericsson/Red Bee Media and SDI Media, brings over 20 years’ experience in the media and technology industry to Switch Media.

“The global broadcast industry is evolving at a rapid rate requiring broadcasters to be more agile and adaptable. Switch Media’s product suite MediaHQ addresses these needs with its flexible components and powerful workflow engine.” Ms Rydbeck said.



“My background is long and extensive in the broadcast-space, and I look forward to driving Switch Media’s reputation of products, that not only answer industry needs but leapfrog competitors to set new industry benchmarks, in the EMEA region.”

Mr Weber’s appointment with Switch Media as Technical Director follows the company’s acquisition of Mediasmiths AB, of which he was a founder.

With an extensive technical background, Mr Weber draws on 15 years in the media space with clients from across the world and in roles ranging from software development to implementation, solutions architecture and media software product design.

"The needs of the industry are ever changing, and OTT is no exception. As the technology and market continues to evolve, online video has moved from being an afterthought into a core priority for many media businesses. Although this transformation happened years ago, the technology used is yet to catch up in some instances." Mr Weber said.

"I'm thrilled to be working with Switch Media to help bring MediaHQ and its multi-award-winning video capabilities to content owners who are ready to take their video workflow and delivery to the next level."

Mr Johns said "It's a really exciting time in the industry, particularly in Europe, with the region well and truly on the brink of rapid growth, with Western Europe OTT revenue predicted to hit more than \$23 billion by 2023."

"As the global evolution of video technologies continues and shows no signs of slowing down, Marta and Tomas' long-held knowledge of broadcast and OTT streaming technologies within the European market will ensure that Switch Media is well placed to continue to grow our slice of the video technology pie."

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About Switch Media: Founded in 2006, Switch Media has extensive experience in delivering complex, multi-award-winning solutions for major content providers and live events worldwide, including the Olympics and Game of Thrones. Evolved over more than a decade to address the most complex media workflows, Switch Media's modular product suite integrates with existing systems to deliver exceptional online video. Use any or all its capabilities to enhance, replace or launch the best viewing experience for your audience, across any screen. Effortless Video. www.switch.tv