

Globecast and GlobalM Partner with World Curling to Deliver Innovative Live Sports Distribution

PARIS, France - 20 October 2025 - [Globecast](#), the global solutions provider for media, and [GlobalM](#), the Swiss based live IP video transport software platform, today announced a new collaboration with **World Curling** to deliver live international coverage of World Curling events.

The partnership highlights a shared commitment to transforming the way sports are distributed worldwide. By combining Globecast's expertise in global media distribution with GlobalM's innovative, cloud-native IP video transport technology, World Curling rightsholders are now able to access secure, scalable, and cost-effective live feeds, regardless of their location.

Traditionally, live sports distribution has relied heavily on satellite and legacy networks. These solutions are increasingly expensive and less adaptable to today's rapidly changing media landscape. With this collaboration, Globecast and GlobalM are offering a modern alternative, enabling federations like World Curling to reach more audiences, increase flexibility, and reduce operational overheads, all while maintaining the highest standards of reliability and quality.

Steve MacMurray, Head of Digital Media Development, said: "This collaboration with GlobalM and World Curling reflects Globecast's commitment to innovation built on trusted delivery. By combining our global expertise with next-generation IP and cloud-based workflows, we're helping rights holders simplify the complex, deliver content more efficiently, and reach audiences everywhere. It's closely aligned with our new Content Exchange platform - unifying technology and storytelling to make content discovery and distribution smarter, faster, and more accessible."

Paul Calleja, CEO of GlobalM, said: "We're excited to be working alongside Globecast and World Curling. This collaboration showcases how our platform enables federations and rightsholders to deliver high quality live content worldwide, while also reducing operational complexity and cost. It's a strong example of how the industry can embrace IP and cloud to meet the growing demands of sports audiences everywhere."

World Curling continues to push boundaries in how the sport is showcased to fans around the globe, embracing innovative technology to grow reach and engagement. This project is not only about broadcasting matches but also about setting new benchmarks for how federations can harness cutting edge IP solutions to connect with audiences at scale.

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About Globecast

Globecast is the leading media integration and managed services platform provider for broadcast, media, and entertainment, pioneering the shift to the cloud and its transformative impact. It offers consulting, integration, and 24/7 managed services. Globecast orchestrates a solution ecosystem to design, integrate, and manage advanced hybrid cloud services in broadcast and media, covering acquisition, contribution, media supply chain, and the distribution of live TV channels, sports, news,

special events, and on-demand content. Each offering is backed by a commitment to ultimate quality, maximizing content monetization across all relevant platforms.

For further information, visit: www.globecast.com

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About GlobalM

GlobalM is a Swiss based live IP video transport platform designed to replace costly and inflexible legacy networks with a secure, protocol agnostic, cloud native solution. From live sports to major news events, GlobalM provides, networks, broadcasters, rightsholders, and production companies with a scalable and cost-effective alternative for contribution and distribution.

For further information, visit: www.globalm.media

About World Curling

World Curling is the international governing body for the Olympic winter sport of curling and the Paralympic winter sport of wheelchair curling. With more than 70 member associations worldwide, World Curling leads the organization of world championships, fosters development of athletes and officials, and advances the sport's global reach through media, innovation, and strategic partnerships.