



MediaHub Wins Excellence in Innovation and Regional Business of the Year at NSW Business Chamber Awards

Wins Regional Business of the Year for unprecedented second year running

MediaHub Australia has, for the second year running, won the NSW Business Chamber Award for the Macarthur Region Regional Business of the Year. MediaHub also won in the in the category of Excellence in Innovation which it previously won in 2014.

MediaHub CEO Alan Sweeney said, "To win the ultimate Regional Business of the Year award two years in a row was a particularly pleasing win and reflects the incredible work that all MediaHub employees do. It has not been achieved before. We now go to the State Awards in November with buoyed optimism."

To win the Excellence in Innovation award MediaHub had to prove new innovation and an innovative approach to an existing practice or problem.

Sweeney continued, "The Australian media landscape and the way people consume television content is in a fast-paced state of evolution and none more so than in the past 24-months. We have seen the establishment of digital free-to-air television with more free-to-air television channels than ever before. This prompted MediaHub to innovate its product offering by building new systems and increasing storage to accommodate these new channels as well as ensure the changeover of existing channels to HD was seamless to the television viewing public."

Behind the scenes over the last twelve months this was the commencement of a massive shift in technology, ultimately revolutionising the way MediaHub does business and positioning it to significantly increase its product offering.

Sweeney added, "MediaHub was originally established as a partnership between the ABC and WIN TV to manage channel playout services - i.e. transmit television content from the television stations to the audience - around Australia. Since establishing in 2010, the company has expanded significantly with most of that growth and diversification happening in the past 24 months in line with Australia's fast-moving changing media landscape. We now provide over 320 broadcast and live streaming services for both television and radio to local, national and international audiences."

MediaHub's services, provided in a 24/7 operation, have grown over the past 24 months to now include media asset management; archive storage and management; video on demand and transcoding services, audio description (for vision impaired television users), closed captions (for hearing impaired), virtualisation, live television and radio streaming, and digital content distribution.

Alan Sweeney concluded, "Our business growth has come from considerable investment in new technology which allowed us to increase and dramatically diversify our range of services and in turn has attracted new clients.

Our investment in new cutting-edge technology has not only prompted business growth with new clients and new services, it has also contributed to significant efficiencies throughout the organisation, with the ability to create and integrate new long term channels in weeks rather than months, while pop up channel requirements can now be met in hours rather than days."

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