Layercake Announces Strategic Partnership with Broadcast Solutions, one of Europe's Leading Systems Integrator

[Sydney, NSW, 26 August 2025] - Layercake, a global innovator in media workflow automation and streaming solutions, today announced a new strategic partnership with Broadcast Solutions, one of Europe's largest media systems integration groups. This collaboration marks a significant milestone in delivering next-generation broadcast infrastructure, cloud-enabled production workflows and advanced automation capabilities to broadcasters, rights holders and media organisations worldwide.

Expanding Innovation Across Broadcast Workflows

Through this partnership, Broadcast Solutions will integrate Layercake's **Streamcake** orchestration platform and automation suite into its extensive portfolio of broadcast and media technology solutions. This integration will enable customers to:

- **Accelerate cloud adoption** with seamless deployment of hybrid and cloud-native production environments

- **Automate media workflows** from live sports to enterprise streaming, reducing operational complexity and cost

- **Enhance flexibility and scalability** for production teams, enabling faster response to evolving audience demands

- **Leverage real-time monitoring and orchestration** for mission-critical broadcast operations

Strengthening Market Reach in Europe and Beyond

Broadcast Solutions brings unparalleled expertise in large-scale media system integration, with over 500 projects delivered globally, including OB trucks, studios and remote production facilities. Partnering with Layercake allows Broadcast Solutions to offer clients not only world-class integration services but also cutting-edge automation and cloud-based workflow solutions tailored to modern production environments.

Executive Quotes

"This partnership with Broadcast Solutions represents a major step forward in our mission to simplify and automate broadcast infrastructure," said Padraig O'Donovan, CEO of Layercake. *"Together, we will empower broadcasters and media organisations to embrace cloud innovation while maintaining the reliability and flexibility they need for live and on-demand content."*

"Layercake's Streamcake platform fits perfectly into our strategy of offering clients best-in-class technologies for modern broadcast workflows," said Antti Laurila, Chief Strategy Officer of Broadcast Solutions. *"Layercake's Streamcake platform bridges the gap in making cloud production practical for businesses. It eliminates some technical hurdles and gives clients the ease of use they expect when deploying complex workflows, being on-prem, hybrid or cloud. By combining our integration expertise with Layercake's automation capabilities, we are delivering a seamless environment that enhances flexibility, accelerates deployment and ensures scalability for future need."*

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About Layercake

Layercake is a pioneer in digital, media and live. Layercake's innovation ability has inspired the development of world-class and award-winning media management and orchestration products (Streamcake & Mediacake) that are facilitating a whole new world of media workflow and commercial possibilities.

Layercake provides cloud-native automation and orchestration solutions for media production and distribution. Its flagship platform, Streamcake, enables broadcasters, sports organisations and enterprises to streamline complex workflows, automate infrastructure deployment and scale content delivery across platforms. Layercake empowers media organisations to reduce costs, accelerate innovation and future-proof their broadcast operations.

Layercake has designed, developed, delivered and operated world-first, business-critical solutions for clients across all sectors, including media and entertainment. The ability to deliver at scale, rapidly mobilising teams of subject matter experts from across the globe is game-changing and ensures Layercake achieves the best outcomes for clients.

With a unique and proven approach to operational consulting and implementation, Layercake enables clients to unlock their digital potential and transform the way they operate.

For more information, go to www.layercake.cloud. Follow us on LinkedIN.

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About Broadcast Solutions

Broadcast Solutions is one of the largest systems integrators in Europe. Founded in 2003, its principles are innovation and engineering excellence. Now with 14 offices and 250 staff

worldwide and more than 500 projects delivered, the company plans, develops and delivers mobile and fixed installed complete solutions and technologies for the broadcast and media industry. For more information go to broadcast-solutions.de