



TO THE NEW partners with VSN for advanced automation of its Media Workflows

Barcelona, SPAIN – 28/09/2021

[TO THE NEW \(TTN\)](#), a global provider of Digital Transformation and Product Engineering services, with a **strong focus on the Media & Entertainment sector**, has relied on **VSNE Explorer** to implement advanced workflow automation to power its media workflows including media asset management and digital platform delivery.

TTN works with some of the biggest media brands across the world, delivering technology and media services and helping them to **distribute their content** to leading OTT and social media platforms.

TO THE NEW was processing its media services workflows leveraging multiple platforms and tools. The company turned to [VSN](#) for a solution that could unify and automate the workflows within a single holistic platform. VSNE Explorer, a single platform for the entire media process with [VSNE Explorer MAM](#) and [VSNE Explorer BPM](#) modules, turned out to be the de facto choice for **TO THE NEW**.

The VSNE Explorer system allows **remote access from any web browser** anywhere in the world, helping users to complete their tasks conveniently **without any content security risks**. VSN Explorer also helped in automating a host of media workflows, including advanced automation for content conformance, packaging and distribution to multiple OTT and social media platforms.

*“TO THE NEW required a unified platform that could deliver **complex media workflows at speed and with high quality for its global clientele**. VSN effectively demonstrated its ability to unify and enable advanced automation for workflows using our VSN Explorer MAM and BPM workflow automation. We engaged our team to design and build a state-of-the-art, web-based platform which increased efficiencies and saved operating costs. It is our great pleasure to work with **the team who are constantly pushing the boundaries of what is possible in***

technology to deliver value to their clients", commented Nick Morgan, Director of Sales, APAC & UK at VSN

*"TO THE NEW has always been at the forefront of **leveraging technology for driving automation and simplifying workflows** for its customers and for its internal operations. We have implemented the VSN product suite for asset and workflow management and for distribution across our media services operations. We are extremely delighted with the results and the experience of our own teams and our customers",* said **Manish Sinha, Business Head - OTT Solutions & Services at TO THE NEW.**

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About TO THE NEW

TO THE NEW is a technology services company that designs, builds and runs digital products & platforms for enterprises, SaaS, and consumer tech companies. With its strong experience in the Media & Entertainment sector, TTN provides advanced solutions and services across the media value chain to its customers including Pay-TV Operators, Broadcasters, Studios, Distributors and top pure-play OTT players. TO THE NEW is one of the fastest-growing companies with a growth rate of over 60% since 2017. Founded in 2008, TO THE NEW is fueled by a passionate team of 1500+ "Newers" that are spread across our delivery centres in Delhi, Dubai and NYC.

About VSN

VSN is a global technology company that delivers advanced, end-to-end solutions to the broadcast and media industries. Its modular, scalable and customized software optimizes business processes in the areas of media asset management, master control room (MCR) automation and news production. VSN has delivered innovation and media solutions to clients in more than 100 countries globally, including TV channels, content distributors, news agencies, public institutions, service operators and others. Headquartered in Barcelona, VSN has offices in Alicante, Hong Kong, Miami, Montevideo and Santiago de Chile, and provides a highly rated 24/7, global technical support service. For more information, visit www.vsn-tv.com.

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