

Qvest Successfully Completes Broadcast Transformation for IMI at new Yas Island Headquarters

03/12/2025

Cologne/Abu Dhabi, March 12, 2025: Qvest, a global leader in media-focused practices, has successfully completed a comprehensive broadcast transformation and modernization of the media infrastructure for Sky News Arabia (SNA), one of the flagship media brands under IMI Media Group. The project enables SNA's seamless transition to IMI's new state-of-the-art headquarters on Yas Island, a renowned hub for innovation and creativity in Abu Dhabi. The new facilities elevate operational efficiency and provide an ideal environment to foster collaboration and drive the future of media production.

IMI is a global media powerhouse, with a network of leading media outlets including Sky News Arabia, The National, Al-Ain News, and CNN Business Arabic; in addition to the IMI Media Academy. The's new state-of-the-art headquarters bring together many of the media group's brands, under one roof, fostering collaboration and innovation. Designed with technology at their core, the facilities feature cutting-edge studios equipped with advanced technologies that deliver captivating and visually immersive storytelling experiences for audiences worldwide. As the Master Systems Integrator, Qvest took charge of designing, supplying, installing, and commissioning advanced broadcast and digital media solutions. The project involved implementing an IP-based, ST-2110-compliant broadcast infrastructure, which supports seamless workflows and integrates third-party systems such as Avid, Vizrt, and Telestream. These efforts ensure that the broadcast systems are modernized and future-proof to meet evolving industry demands.

"The successful completion of this project marks a significant milestone for IMI as we unite our leading media brands under one roof at Yas Creative Hub. These state-of-the-art digital facilities, studios and technologies, made possible through our collaboration with Qvest, have elevated our technological capabilities and redefined how we create and deliver content to our audiences", said Brad Elliot, CTO at IMI.

A detailed migration plan was developed and executed to guarantee a smooth transition from the existing systems to the new infrastructure. This plan maintained uninterrupted on-air capabilities and minimized operational disruptions throughout the process. Workflows were redefined and automated for content ingest, editing, transcoding, and distribution, significantly enhancing efficiency, scalability, and reliability. Qvest also provided comprehensive training for SNA staff on the new systems, ensuring their familiarity and operational readiness. This training was further supported by six months of on-site assistance.

The project integrated broadcast systems with redundant, fail-safe mechanisms to ensure uninterrupted operations. Real-time monitoring tools and quality assurance protocols were introduced to maintain high performance standards.

"Our collaboration with IMI on this ambitious project underscores Qvest's commitment to delivering innovative and future-proof solutions that meet the highest standards of broadcast and media production. By implementing cutting-edge technologies and streamlined workflows, we have successfully enhanced IMI's operational capabilities and supported its vision of becoming a leader in the media landscape. This achievement reflects our dedication to excellence, collaboration, and the advancement of storytelling through technology", Philipp Glänzel CTO and General Manager at Qvest MENA.

Enhancing Visitor Engagement with State-of-the-Art Visual Solutions

In addition to the migration project, Qvest also planned and integrated advanced visual digital signage systems to enhance the visitor experience at the Yas Creative Hub. The installations included new video wall systems, such as a dual-sided display in the Welcome Center, dynamic screens in the L4 Hub Area, and high-resolution monitors on the L7 Executive Floor. By integrating advanced video control systems, seamless fiber connectivity, and noise-free technology, these visual solutions ensure operational reliability and create an immersive environment for diverse use cases. These innovations align with IMI's commitment to fostering creativity and storytelling while further solidifying the success of their transition to the new headquarters.