

Oxagile Heads to Amsterdam for IBC 2026

With 20+ years in video engineering, the company joins IBC 2026 to discuss the technology decisions behind complex OTT products.

NEW YORK, NY, UNITED STATES, August 27, 2026 /EINPresswire.com/ -- When the global media and entertainment community gathers in Amsterdam this September, [Oxagile](#) will be among the companies taking part in IBC 2026, held September 11–14 at RAI Amsterdam.



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IBC is expected to bring together more than 44,000 professionals from over 170 countries across broadcasting, streaming, content, and media technology. The scale is significant, but so is the range of expertise concentrated within it. For the company, whose work spans multiple layers of OTT products, IBC creates a rare opportunity to engage with many sides of the video ecosystem in the same place — from the technologies behind content delivery and playback to the platforms and business models built around them.

The same degree of interconnectedness defines modern OTT development. A product may need to reach web, mobile, connected TVs, and set-top boxes while accommodating existing content infrastructure, playback technology, analytics, advertising, monetization, and third-party services. Oxagile's [custom OTT solutions](#) address these dependencies as parts of one product, allowing companies to build new services or evolve existing ones around their particular technology stack, audience, and business model.

The Oxagile team attending IBC 2026 covers an equally broad range of perspectives:

- Sergey Marchuk - CTO & Co-Founder
- Oleg Stepanyuk - and Head of Delivery Partnership and Presales Engineering
- Igor Lasitski - Chief Partnerships Manager
- Anastasiia Nuzhna - Partnerships & Business Development Manager

Their discussions at IBC will draw on years of hands-on work with OTT applications, video

players, streaming infrastructure, content management, integrations, and performance optimization. Working across these areas gives the team a clear view of how technologies interact within a product, where engineering decisions create dependencies, and what it takes to keep an OTT service adaptable as its technology and business requirements change.

In Amsterdam, the team will meet broadcasters, streaming companies, and technology providers working on different parts of the same equation. The exchange goes both ways: challenges encountered in engineering projects can inform discussions at IBC, while developments across the market can add new context to the products the company helps build and evolve.

Attendees working on OTT products or planning new video initiatives can meet the team at IBC2026 to discuss their projects and the engineering behind them.

About Oxagile

Oxagile is a custom software development and consulting company with 20+ years of engineering experience. Founded in 2005 with an early focus on complex streaming technology, the company has since supported more than 350 businesses across online video and streaming, AdTech, FinTech, AI, and other technology-driven industries.

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