

Venera Technologies Announces ADM Quality Control Support in Quasar® and Pulsar™ at IBC 2026

Venera expands automated QC to validate Audio Definition Model metadata, supporting the industry's transition to Next Generation Audio

Burbank, CA – August 26, 2026 – Venera Technologies, a leading provider of automated media Quality Control solutions, today announced new **Audio Definition Model (ADM) quality control capabilities** in its Quasar® cloud-native and Pulsar™ on-premises QC platforms. The new capabilities will be demonstrated **at IBC 2026, Hall 7, Stand 7.D45 (September 11-14, Amsterdam)**.

ADM is a key technology for Next Generation Audio (NGA), enabling audio content to be described through metadata that supports object-based, scene-based and channel-based audio experiences. As ADM adoption grows, automated validation of this metadata is becoming increasingly important for ensuring interoperability and reliable downstream processing.

Quasar and Pulsar now provide more than **20 new ADM-specific QC checks**. With ADM support in Quasar and Pulsar, Venera extends automated QC beyond traditional audio measurements to include validation of the metadata that describes how audio is structured and intended to be processed. This enables organizations to identify ADM-related issues earlier in the workflow and helps ensure that audio assets meet technical and delivery requirements before reaching downstream production, playout or distribution systems.

Venera Participates in EBU ADM Implementers Group

As a leading QC vendor, Venera is also an active participant in the **EBU ADM Implementers Group (ADM-IG)**, a European Broadcast Union supported industry initiative bringing together broadcasters and technology providers to accelerate practical implementation and interoperability of ADM and S-ADM.

The group is addressing real-world implementation challenges, interoperability testing and practical guidance for integrating ADM into production and delivery workflows. Its 2026 activities include work on **EBU QC for Audio and ADM**, making automated quality control an important component of the industry's ADM implementation efforts.

"ADM is an important step toward more flexible, immersive and personalized audio experiences, but its successful adoption depends on reliable metadata throughout the media workflow," said **Vikas Singhal, CEO of Venera Technologies**. "Our participation in the EBU ADM Implementers Group gives us an opportunity to contribute to the industry's efforts while bringing practical, automated ADM QC capabilities directly into Quasar and Pulsar."

Demonstration at IBC 2026

Venera will demonstrate its new ADM QC capabilities alongside the latest innovations across its media quality and compliance portfolio at **IBC 2026, September 11–14, 2026, Hall 7, Stand 7.D45, Amsterdam RAI**. For more information please visit www.veneratech.com/ibc2026.



Visitors can see how Venera's automated QC solutions help media organizations validate increasingly complex audio, video, caption and compliance requirements across cloud and on-premises workflows.

About Venera Technologies

Venera Technologies provides intelligent, automated Quality Control solutions for the digital media industry. Its portfolio includes cloud-native and on-premises solutions for audio/video QC, caption and subtitle validation, compliance QC, collaborative QC review and workflow management. Venera's technologies help broadcasters, streaming platforms, studios, localization providers and post-production organizations improve media quality, reduce manual effort and accelerate content delivery.