

PRESS RELEASE - March 2007

## **Tolo TV of Kabul, Afghanistan orders BTS system**

**Kabul, Afghanistan, February 2007** – Afghanistan's Tolo Television channel, has installed BTS software for its broadcast operation based in Kabul.

Tolo is the most popular TV station in Afghanistan and has won many awards for its reporting output. 'Tolo' means sunrise or dawn in Dari and symbolises the beginning of a new era for Afghans.

Tolo TV was launched in October 2004, becoming one of the first commercial television stations to operate in Afghanistan and laying the foundations for an accessible media outlet offering local and international news, sports, a current affair, movies, comedy, serials, documentaries, music, children's programming, lifestyle and entertainment shows. Tolo TV is now not only viewed on free-to-air in Mazar and Herat, but it is also seen on satellite throughout Afghanistan and the region. The station receives emails everyday from people as far away as Tajikistan, Uzbekistan, Iran, UAE, Pakistan, Qatar, Turkmenistan and various other locations in the region.

The BTS system will be used for both ad-sales and scheduling at Tolo and produces electronic playlists for Tolo's automation playout facility. BTS were able to use the inbuilt web facilities contained in its software to install the software over the Internet and to train staff in Kabul.

BTS' Technical Director, Craig Buckland said "Our software was ideal for Tolo TV both in terms of its features but also the technology that we use. Our ability to provide services over the Internet meant that we could provide support and training at the convenience of the client, but also provide it directly to a person sitting at a desk in Kabul."

The BTS installation at Tolo operates on a Windows 2003 server platform using an internal office network but it also has Internet capabilities that enable remote offices to access the system.

The BTS product implemented at Tolo is a scalable, integrated application that can be configured for both single and multi-channel broadcast installations. The application is modular and allows modules to be selected as required. The system can be configured to operate in a range of different hardware, software and database environments. The software interfaces with all leading automation systems to achieve a fully integrated broadcast environment.

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### **Additional Information:**

Broadcast Traffic systems Ltd. (BTS) supply software solutions to the broadcast industry and specialise in the development and provision of traffic applications. We have offices in the United Kingdom and in California, USA and clients throughout Europe, Asia, the Middle East, Australasia and the Pacific Islands.

We develop applications using Web Services technology and we are able to provide software delivery and support using standard browser interfaces.

Our objective is to offer scalable solutions suitable for single and multi-channel broadcasters. Through the use of standard hardware and software and by avoiding the complexity of many applications available in the market we can offer solutions at a fraction of the price of these more complex solutions.

Our applications are designed to provide a quality solution at a cost effective price. We have used our extensive experience in broadcasting to produce solutions that cover all key areas including programme asset management, traffic and advertising sales.

Our system is fully scalable enabling us to offer solutions tailored to single channel stations or multi channel broadcasters. Our applications are supported on a range of hardware from Windows Server platforms using a SQL database to Unix platforms with Oracle databases. Our design methodology allows us to offer the same software on all platforms, there is no need for cut down versions for different hardware platforms.

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