



# Broadcast Traffic Systems

Broadcast Traffic Management Software

Easy to use / Available in any language / Fully Scalable

PRESS RELEASE

## WTI Assist BTS with Overseas Growth

### Wales, UK, January, 2005

Broadcast Traffic Systems continues its push into overseas markets with the announcement of contracts in the Middle East and in Indonesia, this follows the announcement of an order in Fiji at the end of 2003.

Broadcast Traffic Systems (BTS) specialise in the supply of computer systems to television organisations and offer features that cover all of the key business area such as scheduling and advertising sales. Key elements of the company's systems are the ability to handle different languages and an Internet based support facility.

The system can operate in different languages including Arabic and Chinese, this is not just the input field but the whole system can be switched into a different language. The company uses the Internet to support clients in locations such as Indonesia and Fiji, information can be shared and exchanged with clients based in locations far away from the company's offices making the support service an interactive process.

Gareth Hughes, Project Director at Broadcast Traffic Systems said "A key factor in the sale of systems overseas is the support we have received from Wales Trade, this has included both financial and practical help. Wales Trade have helped us identify language translation services and to plan our overseas marketing effort. This is in addition to financial support in attending overseas exhibitions which have resulted in new sales."

"We recently won on order to supply a system to a television company in Kuwait where we are working with Accenture and Sony as part of a team building an entirely new television operation."

One of our clients in Indonesia uses the BTS system to sell advertising on a cable network consisting of 32 channels.

### About WTI

In January 2000, First Secretary Rhodri Morgan announced that, in order to streamline and improve the provision of central export services in Wales, a new single all-Wales operation would be established. **WalesTrade International** was then launched on 28 June 2000.



WalesTrade International has been created to be a major driving force in helping Welsh companies establish themselves in overseas markets, and forge business alliances with counterparts worldwide.



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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, South East Asia, the Middle East and the Pacific Islands.

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

Our objective is to offer scaleable 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 scaleable 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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