



Broadcast Traffic Systems

Broadcast Traffic Management Software

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CNBC Pakistan Selects BTS Software

Internet based support and maintenance a crucial factor in selection

Karachi, Pakistan October 2005 – CNBC Pakistan's latest television channel went on air today providing a mixture of news and entertainment programming. A key component in the CNBC operation is a traffic management system supplied by Broadcast Traffic Systems (BTS), a leading supplier of traffic software solutions to the broadcast industry.

The BTS system is being interfaced with an automation playout facility supplied by Pebble Beach and the two systems can be closely integrated to form a fully integrated traffic—playout operation.

CNBC Pakistan is owned by Pakistani company VNTV, is supported by NBC-Universal-owned CNBC and will have full access to the CNBC global programme network. The channel will broadcast a 24-hour mixture of locally-sourced and international business television in both Urdu and English. CNBC Pakistan will provide world class programming.

The BTS system ordered by CNBC covers all the key elements of scheduling, advertising sales and media management. Craig Buckland, BTS' Technical Director sees the company's Internet capabilities as one of the main reasons the software was selected, he explains "Our ability to provide rapid, remote support was a key element of our bid, in fact we have already installed the software on a server in Pakistan and carried out Internet based training without having to leave our office. This features allows us to offer our clients a fast response and eliminates expensive travel costs."

The BTS installation at CNBC contains all the features needed to provide an integrated traffic and automation environment, managing the entire traffic scheduling and advertising sales operation. The system operates on a Windows 2003 server platform using a normal office network.

"The project is demanding, particularly the need to provide quality support over such a distance, however our product has been designed to handle this and our initial implementation work has demonstrated this" Buckland added

The BTS Enterprise product ordered by CNBC 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 BTS software interfaces with all the leading automation systems to achieve a fully integrated broadcast environment.

About Broadcast Traffic Systems

BTS is a leading supplier of software solutions to the broadcast industry and specialise in the development and provision of traffic applications. The company 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 the company can offer solutions at a cost effective price. BTS develops applications using Internet based browser technology and is able to provide remote software delivery and support. The system is easy to use and can be operated in any language.

The application is supported on a range of hardware from Windows Server platforms using an MS SQL database to UNIX platforms with Oracle databases. The company's design methodology allows it to offer the same software on all platforms without the need for cut-down versions for different hardware platforms.

Website: www.bts.tv

For Further Information

About the activities of Broadcast Traffic Systems or to obtain literature, photography or arrange an interview, please contact Meriam Khan of MKM Marketing Communications Ltd on one of the following:

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