



Broadcast Traffic Systems

Broadcast Traffic Management Software

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Sweden's Di TV goes On-Air using BTS Software

Fast implementation supported by skilled staff helps broadcaster meet tight on-air schedule

Stockholm, Sweden, 7 November 2005 – Sweden's latest television channel "Di TV" went on air today providing a mixture of news and entertainment programming. A key component in the Di TV operation is a traffic management system supplied by Broadcast Traffic Systems (BTS), a leading supplier of traffic software solutions to the broadcast industry.

BTS interfaced its software with an automation playout facility supplied by Pebble Beach and the two systems were closely integrated to form a fully integrated traffic—playout operation.

Di TV is part of the Dagens Industri group which is one of Sweden's major companies, Dagens has other media interests including its own daily newspaper published in Stockholm.

The BTS system at Di TV covers all the key elements of scheduling, advertising sales and media management. In addition to implementing its software, BTS were able to provide consultancy services to Di TV in order to assist in establishing the processes and controls needed to manage a television traffic operation.

BTS' Director of Projects, Gareth Hughes said "the Di TV order was finalised at IBC so we had a very tight timescale to meet, our partnership approach enabled us to provide a quality solution and to meet the on-air date."

The BTS installation at Di TV offers 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 Di TV's internal network but it also has Internet capabilities that enable advertising sales users to access the system from remote locations. The product's multi-lingual capabilities are used to handle the Swedish language.

"The project was one of the most demanding we have handled" said Rob Morgan, the BTS Project Manager for Di TV, "the implementation timeline gave us less than 8 weeks from order to on-air date. We are delighted that everything went to schedule and that the station met its on-air date" Morgan added.

The BTS Enterprise product implemented at Di TV 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 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 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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