



# Broadcast Traffic Systems

Broadcast Traffic Management Software

Easy to use / Available in any language / Fully Scalable

PRESS RELEASE - February 2006

## **Kanal Lokal of Sweden orders BTS Software**

*BTS software is selected on product features and implementation track record*

**Linköping, Sweden, February 2006** – Sweden's Kanal Lokal has selected BTS Enterprise software for its multi-channel broadcast operation. In keeping with its fast implementation service, the BTS software was installed at Kanal Lokal within two weeks of contracts being signed.

The BTS system will be interfaced with an automation playout facility supplied by Fission and the two systems will be closely integrated to form a fully integrated traffic—playout operation. The system installed at Kanal Lokal covers all the key elements of scheduling, advertising sales and media management.

Kanal Lokal broadcasts its service to major centres in Sweden in a 'city television' style of operation, the BTS software allows the client to schedule different content and commercials for each transmission feed whilst maintaining a central schedule for all feeds.

BTS' Technical Director, Craig Buckland said "Kanal Lokal had a tight timescale to meet on-air commitments, fortunately we were able to use our Internet features to install the software in a very short timescale and our partnership approach enabled us to provide work with the client to ensure all essential features were installed ready for the on-air date."

The BTS installation at Kanal Lokal operates on a Windows 2003 server platform using Kanal Lokal's internal network but it also has Internet capabilities that enable remote offices to access the system. The product's multi-lingual capabilities are used to handle the Swedish language.

"We are delighted to have been selected by Kanal Lokal to supply our traffic software" said Gareth Hughes, BTS' Director of Projects "we believe our track record and quality software were essential elements in winning the business." Hughes added.

The BTS Enterprise product implemented at Kanal Lokal 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.



# Broadcast Traffic Systems

Broadcast Traffic Management Software

Easy to use / Available in any language / Fully Scalable

PRESS RELEASE - February 2006

## **Kanal Lokal of Sweden orders BTS Software**

*BTS software is selected on product features and implementation track record*

### **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.

### **UK Office**

Tel: +44 (0)1656 648181  
Email: [uk\\_sales@bts.tv](mailto:uk_sales@bts.tv)

### **USA Office**

Tel: +1 805 856 9103  
Email: [us\\_sales@bts.tv](mailto:us_sales@bts.tv)

### **Solution Queries**

Tel: +44 (0)1656 648181  
Email: [solutions@bts.tv](mailto:solutions@bts.tv)

### **Support**

Tel: +44 (0)1656 648181  
Email: [support@bts.tv](mailto:support@bts.tv)