



Broadcast Traffic Systems

Broadcast Traffic Management Software

Easy to use / Available in any language / Fully Scalable

PRESS RELEASE - May 2006

R Music TV— Implements BTS Software

Company implements its second channel using BTS

London, May 2006 – R Music TV has been launched on the Sky Channel (370) using software supplied by Broadcast Traffic Systems for its scheduling and sales functions. The BTS system has been interfaced with an automation playout facility managed by Playbox Technology.

BTS also supplied traffic software to R Music TV's sister channel 'Revelation TV' who have been using BTS software for over a year. Both channels broadcast to a wide audience via the Eurobird satellite and over the Internet.

BTS' Technical Director, Craig Buckland said "Revelation has selected our 'Express' product because its features are ideally suited to smaller broadcasters who require a reliable solution for a cost effective price."

The BTS installation at R Music operates on a Windows 2003 server platform using a MS-SQL Database, it also has Internet capabilities that enable remote locations to access the system.

"We are delighted to have strengthened our partnership with Revelation" said Gareth Hughes, BTS' Director of Projects "to receive a second order from a client is always welcome because it rewards our investment to continued high quality customer support." Hughes added.

The BTS Express product implemented at R Music and Revelation 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 software interfaces with all leading automation systems to achieve a fully integrated broadcast environment.

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.

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



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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

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