



Broadcast Traffic Systems

Broadcast Traffic Management Software

Easy to use / Available in any language / Fully Scalable

PRESS RELEASE - September 2006

BTS Moves into China with Media Bridge

BTS announces deal at IBC.

IBC – Amsterdam, 8 September, 2006 – Broadcast Traffic Systems announced at the IBC that it has signed a deal with Media Bridge Asia Limited (MBA).

The deal will see the broadcaster deploy the BTS traffic solution in its new television operation broadcasting in Guangzhou, China. The new service will deliver a mix of entertainment and news programming in the Chinese language.

BTS is to supply its 'Express' broadcast management product which will be used by MBA in its traffic operations including program management, scheduling, media management and advertising sales.

'Express' features a multi-language facility, allowing the system to be operated in Chinese, as a consequence all of the system screens and data entry will be in Chinese. The BTS 'Express' product implemented at MBA is designed for medium sized broadcasters who require all of the main elements needed to run a TV operation. It is a highly scalable design means that it can be expanded by adding extra facilities or even upgraded to the BTS 'Enterprise' application as and when the broadcasters business expands.

"We are delighted to have been selected by Media Bridge Asia to supply our broadcast management system," said Gareth Hughes, BTS' Director of Projects. "We believe our ability to switch the system into Chinese was and our track record were essential elements in winning the business."

The BTS system to be installed at Media Bridge will operate on a (Chinese) Windows 2003 server platform using MS-SQL database, it will utilise the MBA internal communications network but it also has Internet capabilities that enable remote offices to access the system.

"BTS was able to deliver all the functionality we required to meet our current needs, but allows us to grow our business and our broadcast operation organically, adding on additional services and channels as and when demand increases" commented Oliver Lo Controller of Engineering Division, of MBA.

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 scalable 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 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

USA Office

Tel: +1 805 856 9103
Email: us_sales@bts.tv

Solution Queries

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

Support

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