

## First Media upgrades with BTS

**Jakarta, Indonesia, January 2008.** First Media, one of Indonesia's largest cable operators has ordered the latest version of BTS software to handle its multi-channel operation in Jakarta. BTS system will be used to control the placement of commercials on more than 80 channels.

BTS Technical Director, Craig Buckland said "Our latest software will be used provide First Media with the ability to book almost a million commercial spots each month" Buckland added "the performance of our software has been proven at customer sites over a period of years on a number of hardware and database platforms." Buckland added "we have proven the ability of our software to book huge numbers of commercials—literally in seconds"

The BTS installation at First Media operates on a Windows 2003 server platform on a MS\_SQL database and is accessed by users on an internal office network and is linked to a Seachange ad-insertion system. The software also supports the management of advertising across platforms such as web, mobile phones and IPTV. This feature is widely used by BTS clients who wish to offer their clients a comprehensive system of controlling advertising

BTS products are scalable, integrated applications that can be configured for both single and multi-channel broadcast installations. The First Media application is modular and will allow additional modules to be selected as required at a later date. The system can be configured to operate in a range of different hardware, software and database environments so BTS customers are not locked into any particular operating system or database.

### Additional Information

**Broadcast Traffic systems Ltd.** (BTS) supplies software solutions to the broadcast industry and specialise in the development and provision of traffic applications.

Applications are developed using Web Services technology and we are able to provide software delivery and support using standard browser interfaces. The BTS 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 applications available in the market we can offer solutions at a fraction of the price of these more complex solutions.

Software is 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.

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