

## Singapore opens to BTS

**Singapore, March 2008**, One of Singapore's leading information-communication-entertainment companies, **STARHUB**, has selected software from Broadcast Traffic Systems to manage its multi-channel advertising sales operation. Starhub is a leader in its field having launched Southeast Asia's first commercial High Definition Television service (HDTV).

The BTS system will be used to control the placement of commercials over Starhub's suite of over 40 channels consisting of international channels of news, movies, entertainment, sports, music and education in addition to local free-to-air channels.

BTS' Technical Director, Craig Buckland said "Our software was ideal for Starhub because of its excellent performance and ease of use, as a consequence the system will significantly increase productivity and profitability through improved placement of commercial spots"

The BTS installation at Starhub will operate on a Windows 2003 server platform using an internal office network but it also has Internet capabilities that enable remote offices to access the system.

BTS products are scalable, integrated applications that can be configured for both single and multi-channel broadcast installations. The Starhub 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.

#### 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: [marketing@bts.tv](mailto:marketing@bts.tv)

#### Support

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