

Bahrain Television selects BTS traffic management system

Bahrain, June 2009, Broadcast Traffic Systems (BTS) has been selected to supply a Broadcast Management system for Bahrain Television.

The BTS EXPRESS system will be used to manage activities such as program rights, media management, long term planning and frame accurate transmission scheduling. The System will be fully integrated with an automation solution provided by Pebble Beach to provide a seamless automation-broadcast management solution. This interface is achieved through the BTS advanced "Pebble Beach Interface" feature that has been implemented at a number of broadcast sites in the Middle East.

BTS will work with INC of Kuwait on the project and BTS will install a traffic system capable of managing a three channel operation. The system to be installed at Bahrain TV is the **BTS ENTERPRISE** application, this product offers all the features needed from a broadcast management application and has facilities to integrate the BTS database with automation playout products.

BTS will use its fast implementation service, this will allow BTV to benefit from rapid software installation and online user training so avoiding any delays in the overall project.

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 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.

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, scheduling, media management, traffic and advertising sales.

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Solution Queries

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