

PRESS RELEASE - January 2007

Ovation TV, Australia installs BTS *ENTERPRISE*

Sydney, Australia, January 2007. Ovation Television, Australia's only arts and entertainment channel has implemented Broadcast Traffic Systems (BTS) Enterprise traffic management software for its broadcast operation in Australia.

The BTS system will be used to manage scheduling and advertising sales operations to form a fully integrated traffic operation. The BTS system at Ovation operates on a Windows 2003 server platform using Ovation's internal network but it also has Internet capabilities that enable remote offices to access the system.

Ovation is Australia's only arts and entertainment channel. Ovation showcases classical and world music; jazz, pop, cinema, literature, performance of opera and dance; and up close and personal looks at the lives of artists and performers, happening in the arts across Australia and around the globe.

With a strong commitment to local programming, collaborations with Australia's most prominent cultural institutions and the ability to source the best international content, Ovation presents an eclectic mix of programming from ground breaking performance to intriguing arts documentaries.

"We are delighted to have been selected by Ovation to supply our traffic software" said Gareth Hughes, BTS' Director of Projects "we are building a strong client base in the region and we see this as an important step in meeting our goal of becoming the leading traffic supplier in Australia." Hughes added.

The BTS Enterprise product implemented at Ovation 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.

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Broadcast Traffic systems Ltd. (BTS) supplies 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.

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.

Our systems are fully scalable enabling us to offer solutions tailored to single channel operators or multi channel broadcasters. Our applications are supported on a range of hardware including Windows Server, Unix and Linux platforms along with all leading databases such as Microsoft SQL Server and Oracle. 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.

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