

## Al Jazeera Children's Channel implements BTS System

**Doha, February 2009**, Broadcast Traffic Systems (BTS) has implemented its **ENTERPRISE** Broadcast Management system at the Al Jazeera Children's Channel (JCC) where it is being used to manage the **JCC** channel and the newly launched **Baraem** channel.

The BTS system is being used to manage activities such as program rights, long term planning and frame accurate transmission scheduling. The System has been fully integrated with an automation solution provided by Pebble Beach to provide a fully integrated broadcast management solution. This interface is achieved through the BTS advanced automation link module.

BTS' Technical Director, Craig Buckland said "We are pleased that JCC, a respected and a prestigious broadcaster has selected BTS for its traffic operation. The system we are installing at JCC is our very latest **ENTERPRISE** application, we have worked in partnership with JCC to introduce a range of features that make the JCC system a model for our broadcasters.

### 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)