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**Press release**

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**Broadcast Networks Helps Chellomedia Expand Its Network Operations Centre**

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**Feb 11<sup>th</sup> 2008, Ovington, UK:** One year after installing a brand new high definition sports studio at Chellomedia's Amsterdam-based Digital Media Centre (DMC), one of Europe's premier digital media facilities dedicated to multilingual broadcasting, UK systems integrator Broadcast Networks has completed the renewal of Chellomedia's vital Network Operations Centre.

The DMC currently distributes around 80 channels including a pan-European feed of National Geographic Wild and separate local feeds of the National Geographic Channel for Central Europe, Scandinavia, Benelux, Poland and Hungary. Chellomedia has also recently teamed up with Hit Entertainment to launch, JimJam, an international pre-school children's television channel. This, along with all other channels, will be distributed via the DMC.

The expansion in the number of channels distributed by Chellomedia required a more comprehensive Network Operations Centre (NOC), which is effectively the heart of the DMC. From here, signals are transmitted to distribution centres and satellites and carefully monitored to ensure optimum quality.

Broadcast Networks was commissioned to handle the design, build and installation of the NOC expansion and rebuild, which was carried out in two phases to ensure a streamlined transition. Phase one involved building a new NOC adjacent to the existing NOC and equipping it with new desks, monitors and a central KMV matrix. Once this was fully functional, playout and monitoring systems were switched across, the old NOC was replaced with one large control room.

The upgraded NOC consists of a number of new playout and control desks, together with a new KMV matrix (a keyboard/video/mouse matrix that allows users to remotely switch between various applications on different workstations from the new NOC

area). The new and larger NOC will support Chellomedia in expanding its multichannel operation and cope with monitoring more channels on its extended monitor wall.

At the same time as the NOC rebuild, Chellomedia upgraded part of the uplink facility at its Helmond Teleport. Broadcast Networks supplied a temporary uplink container kitted out with satellite transmission equipment, which was shipped over from the UK and installed alongside the new facility to handle the switchover.

Jonathan Try, Vice President of Broadcast Operations & Engineering at the DMC, said: "With the increase in the number of channels that DMC caters to, it was essential to expand and upgrade the NOC. The new NOC can more efficiently handle the increased work traffic and offers better equipped workstations, and improved monitoring."

Ton Haye, Managing Director of Broadcast Networks, says: "We've been working on various projects for Chellomedia for a number of years now and have built up a really good relationship with them. We were delighted to be asked to handle this vital project. Our in-depth knowledge of the systems at Chellomedia meant that we were able to work alongside the Chellomedia team and support them during these upgrades, thus ensuring minimum disruption to their operations."

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### **About the Digital Media Centre**

The Digital Media Centre (DMC) in Amsterdam is one of Europe's most advanced digital media facilities, featuring multi-lingual and multi-platform broadcasting in both standard and high definition. The DMC currently transmits over 80 channels across continental Europe, the UK and Asia. The DMC client list includes such well known brands as National Geographic Television, E! Entertainment, MGM, Extreme Sports Channel, ZoneReality, Playboy and others.

The DMC is owned by Chellomedia, the European content division of Liberty Global, Inc. and a leading international media company & distributor of channels, content and video services. The division's operating companies and business units, currently own and operate 27 branded TV channels and run a suite of digital, On Demand and broadband services in Europe. The aggregate subscriber base of the channels and its feeds reach 213 million homes.

### **About Broadcast Networks Ltd:**

Broadcast Networks is a UK based Systems Integrator with clients the world over. Started by Jan Haye, an internationally renowned broadcast professional, they have over 20 years experience in the industry. From High Definition studio systems to Outside Broadcast vehicles, on location communications to satellite uplinks, Broadcast Networks offer a totally integrated and bespoke solution. The systems team's technical experience means it can meet today's demands for both Broadcast and IT-centric designs and implementations. Its very flexible approach and a high level of commitment and service ensure it meets all customers' needs.