



JCA repackages KidsCo for Oz

Deal accelerates multi-territory and language transmissions



London, UK - January 2010 - JCA, provider of media management services to the digital, TV and film industry has extended its deal with children's channel KidsCo to work with content management and global distributor RRsat to deliver KidsCo's programming to Australia.

Under the agreement, JCA is responsible for re-versioning all content, including KidsCo's promos, continuity, intros, outros and interstitials for specific markets, and delivering it to the Australian market via RRsat's transmission facility, based in Tel Aviv. JCA previously developed a digital hub with KidsCo, eliminating the need for tape. To date, more than 500 programmes have been delivered for RRsat for KidsCo which now airs across 60 territories in 15 languages.

"We've been working with JCA for a long time and are delighted to be able to continue this relationship with our launch into Australia," commented Sara Wookey, Director of Broadcast at KidsCo. "Combining RRsat's comprehensive playout and uplink services with JCA's expertise in re-versioning and re-formatting means all our shows will be available to our Australian audience in record time. We're delighted to be extending our relationship with JCA for this exciting new territory."

Simon Kay, managing director at JCA, said: "A company like KidsCo, which is constantly moving into new regions and developing new programming needs to get its content ready with minimal time, cost and fuss. International broadcast is never easy – there are a lot of different formats, regulations and other quirks we need to work with. We've had a successful relationship with KidsCo thus far, and are happy that in combining our services with RRsat's we're able to support its big launch into Australia."

For further information please contact Marcus Gage or Matt Bowman 020 8357 5400 or see www.jca.tv .