

Outdoor Channel Asia HD selects SmartCast as linear TV playout and media asset management service provider

Munich/Singapore, 21 October 2013 – SmartCast, one of the leading providers of decentral television playout centres, has been selected by Multi Channels Asia (MCA) as playout and media asset management service provider for Outdoor Channel Asia HD.

SmartCast will provide integrated services from content ingest and quality control to traffic, scheduling and playout, as well as media asset management. Outdoor Channel HD

SmartCast's test signal will launch on 1 November 2013, while the full service roll-out will go live on 1 December 2013.

Christian Brenner, the CEO of SmartCast, mentions: "We are excited to welcome Outdoor Channel among our growing customer base in Asia. The solution with several tailor-made features that we are providing for Outdoor Channel lays the foundation for efficiency and flexibility in delivering its high quality content.

Gregg Creevey, Managing Director of MCA, adds: "As a company we are always looking to innovate. We have reached a stage in the growth of Outdoor Channel in Asia where our scheduling needs has become more complex and the need for additional flexibility to continue our geographic expansion. SmartCast provides us with that flexibility and enables us to efficiently manage our increasingly customized Asia schedule".

SmartCast GmbH

SmartCast GmbH, a leading broadcast service provider in the European, Arabian and Asian regions. It operates through 36 decentralised playout centres and has more than 70 other signal transfer points. The Network Operations Centre is at the Media Centre in Unterfoehring, near Munich (Germany). SmartCast also conducts a downlink centre in Hong Kong and a software development department in Bangkok.

The full-service provider has a worldwide portfolio which consists of 90 TV playout customers and 53 radio customers.

The broadcast management and the playout are handled by an in-house developed, highly-specialised software. For the German speaking market, SmartCast has so far enlisted ProSiebenSat.1, AstroTV, as well as Red Bull Media House, Deutsche Telekom, Media Broadcast and the BLM (the Bavarian controlling authority for new media) to its customer-base.

The high-tech broadcast provider, based in Unterfoehring, relies on its own national and international network of playout centres that are renowned for being extremely flexible and expandable.

Technical solutions for the signal transport in DVB quality via public Internet, a web-based MAM system, solutions for mobile TV, the administration and the management of scrambling services, digital recordings and various solutions for radio stations include the product portfolio of the high-tech provider.

www.smartcast.tv

Outdoor Channel

Launched in 1994, Outdoor Channel is the World Leader In Outdoor Entertainment. The channel features traditional and contemporary outdoor sports such as fishing, off-road, water sports, safari and more. Whether out on the ocean or on top of a mountain, Outdoor Channel covers a broad range of outdoor activities that thrill, inspire and entertain. Outdoor Channel is available in more than 60 million households worldwide. In Asia, Outdoor Channel is owned and operated (under license) by Multi Channels Asia and is available in 14 countries to more than 5 million households.

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