

## RED BEE MEDIA

### PRESS BACKGROUNDER

#### Bringing stories and people together

Red Bee Media partners with its clients to bring consumers stories they want and value – through all media from television to mobile phones. It specialises in the delivery and promotion of digital media and offers the complete range of services required to promote, playout and provide access to video content.

Red Bee Media's expertise comes from the long standing provision of these services to the BBC and UKTV. Its clients now also include other broadcasters such as Virgin Media TV, ESPN, Discovery and STAR as well as telecommunications companies such as Orange.

With over 1300 staff in London and its subsidiaries across the world and revenues in excess of £120million, Red Bee Media is the largest playout and channel management business in the UK and is quickly expanding. In 2007 offices in France, China, Singapore and Australia were opened.

Red Bee Media also helps broadcasters and advertisers engage with their audiences and differentiate their channels and products with compelling multi-platform promotions, advertising campaigns and on-air presentation design. The company is unique in the breadth of broadcasting services and depth of audience understanding it offers to clients - including broadcasters and other content owners, advertisers, internet service providers and telecommunications operators globally - with its main areas of expertise in:

- **Digital Hive:** a one-stop shop for content owners, rights holders and distributors to digitise, store, enhance and deliver content to any platform whether it is for television, mobile, web, or tomorrow's latest gadget.
- **Metadata:** navigate audiences to content across multiple platforms. TV scheduling and editorial information for electronic programme guides (EPG).
- **On Demand Content Distribution:** a platform that makes it possible to offer content on demand to PCs, mobile phones or set top boxes.
- **Creative:** an award-winning team with worldwide experience in branding, promotions and cross-platform campaigns.
- **Playout and media management:** broadcast playout outsourcing, archive and video on demand media logistics.
- **Access services:** subtitling, signing and audio description.
- **Language localisation:** dubbing and subtitles for localisation of content.
- **Listings:** TV scheduling and editorial information for electronic programme guides (EPG).
- **Piero:** 3D sports graphics system that allows play to be viewed from any angle.
- **Results:** real-time 3D information-graphic systems.



As the IT, media and communications markets converge and consumer uptake of PVRs, broadband services and video enabled mobile devices increases, organisations are being forced to find new ways of reaching and engaging increasingly fragmented audiences.

Red Bee Media's fusion of creative origination and technical innovation and its unique abilities in managing digital assets mean it is best placed to provide digital media distribution and promotion services.

Formerly a commercial subsidiary of the British Broadcasting Corporation, Red Bee Media is now majority owned by Macquarie Capital Alliance Group, a fund managed by a member of the Macquarie Bank Group.

**UK Key Personnel:**

Chief Executive Officer, Pam Masters  
Chief Financial Officer, Paul Gilbert  
Chief Technology Officer, Bob Johnson  
Executive Commercial Director, Adam Poulter  
Director of Access Services, David Padmore  
Director of Creative, Andy Bryant  
Director of Human Resources, Kath Hollister  
Director of Payout, Debbie Phillips  
Director of Business Transformation, Paul Phillips

**France Key Personnel:**

Directeur Général, Alex Keiller

**Germany Key Personnel:**

Mary Carroll, Managing Director, Titelbild, a Red Bee Media Company

**Australia Key Personnel:**

General Manager, Chris Howe

**Asia Key Personnel:**

Anthony Shang, Executive Vice President, Asia  
Petri Nikula, VP Business Development, South East Asia

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