



8 July 2008

## **Channel 4 and Red Bee Media Sign Outsourcing Agreement**

Channel 4 and Red Bee Media have today concluded negotiations for the outsourcing of a range of broadcast and production services currently being carried out in-house by its Channel Operations and 124 Facilities divisions.

The agreement will give Channel 4 access to flexible purpose built facilities. It affects more than 100 staff and encompasses the channel's broadcast engineering and transmission teams, as well as post production, library services and on-air graphics.

The proposal was announced in November 2007 and has been under negotiation and in consultation with staff over how their terms and conditions of employment will be affected by the transfer.

Staff working in the affected areas will transfer from Channel 4's Victoria headquarters to Red Bee Media's Broadcast Centre in White City over a 12 month period from 1 August 2008, with the exception of those working in post production and on-air graphics who will remain based at Horseferry Road but be in Red Bee Media's employment.

The agreement does not involve Channel 4's in-house creative services team, responsible for all its on-air promotions, or subsidiary creative agency, 4Creative.

Red Bee Media was selected as Channel 4's preferred partner after a competitive tender. Outsourcing these functions is expected to deliver annual savings in the region of 10% to 15% on the channel's current Channel Operations budget. Under the terms of the new contract, Red Bee Media will make a significant capital investment in new state-of-the-art facilities in White City.

Channel 4's Group Finance Director, Anne Bulford, said: "Outsourcing these functions to Red Bee Media will keep us competitive as digital technology transforms broadcasting. We're certain Red Bee Media is the best partner for Channel 4, because of their specialist skills and resources and because they offer the best prospects of secure employment for the maximum number of staff, whose existing terms and conditions will transfer with them. We look forward to working with Red Bee Media to bed staff into these new arrangements and to build the dedicated areas in the Broadcast Centre and transfer services."

Red Bee Media's CEO Pam Masters said: "I am delighted to have concluded negotiations with Channel 4 on this contract, and look forward to welcoming the staff to the Broadcast Centre. This will help Channel 4 to take advantage of the latest technology and innovation in media management and delivery while enabling them to save money to put back into programming. This contract is very close to my heart having been part of the original Channel 4 team and instrumental

in setting it up over 25 years ago. I will personally ensure that the build and transfer goes as smoothly as possible for the operation and staff.”

The next stage of the process is the appointment of a systems integrator to help with the build of the dedicated facility in the Broadcast Centre.

**Notes to editors:**

Red Bee Media will provide playout production services for the following channels:

- Channel 4 (all six commercial regions on analogue, satellite and Freeview)
- Channel 4 +1
- E4
- E4 +1
- More4
- More4 +1
- Film4
- Film4 +1
- Channel 4's new HD service
- Playout and transcoding C4 streams for 4OD
- Video on demand to 4OD, Virgin Media cable platform, BT and Tiscali
- Mobile streams to Vodafone, Orange, T-Mobile
- Ingest, storage and archive of material
- Creation of programme clips
- Legacy video tape format transfers
- QC and editing of standard definition and high definition content at the 124 Facility in Channel 4's offices in Horseferry Road as well as technical support
- Disaster Recovery

-ends-

**For more information, please contact:**

Clare Plaisted

Head of Communications

Tel: +44 (0)20 8495 4782

E: [clare.plaisted@redbeemedia.com](mailto:clare.plaisted@redbeemedia.com)

**About Red Bee Media**

Red Bee Media is a world-leading expert in the distribution and promotion of multimedia content, offering a comprehensive range of services to playout, publish, promote and provide media access for content across all media, from television to mobile phones.

**Services include:**

- **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:** promotions, design and branded content.
- **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).
- **Plero:** 3D sports graphics system that allows play to be viewed from any angle.
- **Results:** real-time 3D information-graphic systems.

Red Bee Media is majority owned by Macquarie Capital Alliance Group, a fund managed by a member of the Macquarie Bank Group.

For more information visit: [www.redbeemedia.com](http://www.redbeemedia.com)