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Red Bee Media celebrates two successful years of Digital Hive

Red Bee Media is celebrating the second anniversary of the launch of Digital Hive, Red Bee Media's digital media management system.

Launched in April 2006, Digital Hive enables content owners, rights holders and distributors a cost efficient and scalable way to get their content onto new platforms including web, mobile, IPTV and portable devices such as video iPods.

Digital Hive has successfully helped a number of global brands launch their content to new audiences via new platforms including Orange, Virgin Media, SwissTXT, Bauer Consumer Media, Turner and Endemol. The string of business wins in the on demand area demonstrates the changing market place and Red Bee Media's key role within this. Red Bee Media has a 40 year heritage and experience of managing content and engaging audiences.

Digital Hive enables content owners to focus on their core competences, such as making great programs, and takes the pain out of managing their media. Content is digitised in the London based facility, taking media from file, tape or off air and transcoded to a range of formats and profiles. Red Bee Media's editorial teams can add branding, close breaks or create promo clips of content as required, enabling bespoke content to meet platform requirements.

Pam Masters, CEO, Red Bee Media: "We are extremely proud of the successes which Digital Hive has demonstrated over the past two years. We have seamlessly

delivered some ground breaking projects on behalf of some of the worlds biggest media brands. Our heritage in engaging audiences, our technical expertise and editorial excellence allows Red Bee Media to offer bespoke solutions for both established and aspiring media brands.”

Red Bee Media’s knowledge of how audiences consume content, what they watch and pay for, coupled with its scalable infrastructure and award winning creative teams, has enabled the company to become the market leader in this area providing clients with cross platform media management solutions.

Two years in the life of Digital Hive

Virgin Media - July 2006

In July 2006, Red Bee Media transformed Virgin Media TV’s broadcast operation from a labour intensive manual process to a fully automated tapeless digital workflow. Digital Hive helped deliver a radical and future-proofed solution to their playout, content management and promotional requirements.

A European first, the project proved that it was possible to completely revolutionise a broadcast business through linked up, tapeless post production and playout. At the heart of this solution is a digital asset management system which schedules the digital storage and workflow of media and co-ordinates the two-way transfer of that media between Virgin Media TV and Red Bee Media’s playout facility. By using Digital Hive to store and digitise current and archived content, Virgin Media are able to put more time and money into creativity.

Swiss TXT – August 2006

SRG SSR idée Suisse, Switzerland's national public broadcaster, used Digital Hive to launch its on demand film service. The broadcaster’s subsidiary, SWISS TXT, led the project with Red Bee Media designing and building the on demand service that is available through each of the broadcaster’s three websites – TSR, in French, SF, in German and RTSI in Italian. The films available through the service have been

digitised and transcoded through Red Bee Media's Digital Hive at its Broadcast Centre in West London. Red Bee Media has also built in an administration portal for each broadcaster, allowing them to retain editorial control.

Orange – September 2007

Red Bee Media announced the Orange contract in September 2007 to provide the on-screen identity, ingest, and media management of content for its forthcoming digital TV service. Red Bee Media has been working with Orange to ensure that their customers are able to find content through branding and metadata, while Digital Hive ensures that content is processed to Orange's technical requirements. The service is due to launch later this year.

Endemol – December 2007

In December 2007, Red Bee Media won the contract to repurpose Endemol UK's content for new platforms. The contract saw Red Bee Media begin to digitise around 500 hours of Endemol UK's archive through Digital Hive. Metadata is being created for each show and stored digitally along with the programmes. All data will be stored in the Broadcast Centre in West London ready to be transcoded for any platform.

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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:

- **Creative:** an award-winning team with worldwide experience in branding, promotions and cross-platform campaigns.

- **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.
- **Sherpa:** navigates audiences to content across multiple platforms.
- **On Demand Content Distribution:** a platform that makes it possible to offer content on demand to PCs, mobile phones or set top boxes.
- **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.

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