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Red Bee Media Repurposes the BBC Electric Proms

Red Bee Media today announces that it will repurpose performances by artists including the Kaiser Chiefs, Mark Ronson, Paul McCartney and the Editors at the BBC Electric Proms for the BBC's website.

Held in Camden from the 24th to the 28th of October, this will be the second BBC Electric Proms. The event aims to bring unique performances from new and established artists to a wide audience, through radio, television and the internet.

Red Bee Media repurposed sets from the Reading and Leeds and Glastonbury festivals this summer, transcoding them through its Digital Hive service and adding branding and graphics before sending the files over to the BBC as Windows Media and Real Media files.

Red Bee Media will use its Digital Hive facility to ingest, edit and transcode the sets for the Electric Proms then deliver the files to the BBC to be uploaded onto the bbc.co.uk website.

Stacey Anklam, Head of Product Management at Red Bee Media said "Digital Hive ensures content can quickly be transformed and delivered to different platforms, whether it is for television, web or tomorrow's latest gadget. Our combination of technical and editorial expertise ensures we can select the best content and turn them into clips viewers would want to watch. The BBC Electric Proms sets will be available to BBC viewers within hours of the performance."

- Ends -

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