News Release

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TV4 launch new 30 channel regionalised TV service using Starfish Technologies software

Reading, UK, September 2009… TV4, based in Stockholm, Sweden, has launched its new regionalised TV service that delivers 30 channels with unique commercial breaks and news programming.

TV4 is Sweden's most successful commercial TV channel and first implemented a Starfish ad insertion system back in 2005. The operational and commercial success of this service lead TV4 to propose an extended service covering 30 regions within Sweden with both regionalised ad breaks and with the addition of a regionalised news service. TV4 placed the contract for the new system with Lanlink which represent Starfish in Sweden.

The new scalable system involves a centralised operation at TV4's main transmission centre in Stockholm, which will initially serve 30 channels via four regional DVB streams.

The system is based on standard PC server hardware with generic video and ASI PC cards. Starfish developed a number of new software products to extend its existing range of regional insertion technology that process MPEG encoded media including Teletext and logo/clock insertion within a totally file based workflow.

Jonas Collsioo, Technical Director at TV4 commented "The new Starfish Regional Insertion System at TV4 has resulted in significant cost savings and dramatically increased functionality. It has allowed us to offer a more regionalised service for commercials and local news, with reduced time to air, and also allows us to offer ever greater regionalisation at a lower cost per channel".

Graham Neden-Watts, MD at Starfish added "We were delighted to be chosen as the software supplier for the new system following the success of our initial ad insertion system. This is a true state of the art digital TV system using the latest MPEG encoding algorithms combined with high speed multiplexing. We are very proud of the technology we developed to fulfill TV4's very demanding requirements".

The system is scalable to suit TV4's future expansion plans and incorporates sophisticated automatic redundancy and system monitoring.

The Starfish system replaces TV4's original news insertion technology and combines ad insertion and regionalised news playout features into a single, centrally controlled system.

Starfish has incorporated its Tessera scheduling and media management software with TransCast DVB inserters, TransCast DVB Multiplexers and TransCast Server Management in the new system.

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About TV4

TV4 is Sweden's largest TV channel, a status it has earned thanks to the well conceived variety of its schedule. Major international entertainment formats are complemented by in-house produced comedy shows; the most popular American series rub shoulders with domestic drama productions; and serious social commentary from news and current affairs programmes exist side-by-side with well-informed sports journalism and the top sporting events. And Nyhetsmorgon is Sweden's only breakfast show that broadcast 365 days a year.

About Lanlink Digital Broadcast

Lanlink integrate and deliver equipment and solutions in the area of digital media, streaming, encoding and TV Broadcast. Lanlink is located in Sollentuna, a suburb north of Stockholm and have a wide customer range including TV Broadcasters as TV4, Swedish Television, MTG Broadcast and Viasat. More information can be obtained at www.lanlink.se.

About Starfish Technologies

Starfish offer a range of innovative and cost-effective technologies for Regional Insertion Systems, Audio Description, Closed Captioning and Subtitling, Scheduling and Teletext.

Starfish has developed a complete task-management system for Audio Description and Subtitle workflow and has a successful track record of media management project design and implementation. Starfish Technologies is an ISO 9001 registered company.
Further product and press information can be obtained at www.starfish.tv