

FOR RELEASE

event/IS shows commitment to Australian market

Broadcast Australia and SBS Australia will offer subscribers advanced EPG functionality based on event/IS's CASIS and STAGIS solutions

Sydney, Australia, July 22, 2009 – event/IS, a market leader in metadata solutions for linear broadcasting and video on demand, has announced two deals that highlight its commitment to the Australian digital television industry. Under the deals with Broadcast Australia and SBS Australia, event/IS will supply both companies with advanced electronic program guide (EPG) systems based on its easy-to-operate, open-interface CASIS scheduling system and STAGIS schedule aggregator.

In the first deal, event/IS is supporting Broadcast Australia, the terrestrial broadcast infrastructure company, in its DIGITAL FORTY FOUR infocasting trial. DIGITAL FORTY FOUR is a trial service available to free-to-air digital television enabled households across the Sydney metropolitan area. It offers several interactive services including a shopping channel; a religious channel; a federal parliament channel; a text-based news, sport and weather service and a channel dedicated to teaching. event/IS is supplying an EPG system based on its STAGIS and CASIS products capable of handling the trial's frequent line-up changes.

“When we needed a truly dynamic Electronic Program Guide for our DIGITAL FORTY FOUR trial, event/IS helped us out by supplying their user-friendly, yet powerful CASIS scheduling system and STAGIS schedule aggregator. Their products and support have been well suited to the application, enabling the platform to have a true eight-day (or more) EPG schedule on multiple services,” said Martin Farrimond, General Manager for New Platforms at Broadcast Australia.

The second deal sees event/IS supplying state-broadcaster SBS Australia with a STAGIS-CASIS SI system for its digital terrestrial services. The event/IS solution is fully integrated with the broadcaster's Harris automation system, ensuring an accurate now / next service and complete EPG functionality. SBS Australia also uses event/IS's TV-A XML schedule format which features CRIDs. Thus SBS has taken the first steps towards the advanced features that are planned for the Australian Freeview service, including series linking.

“In order to properly participate in the DTV market and to capitalise on our sophisticated new playout facility SBS needed the best EPG we could find. SBS's system integrator for this project selected the event/IS SI system for its advanced functionality. Since it has been installed, we've been very impressed with how easy it is to operate and how little maintenance it requires. There's no need for regular service visits, the system just runs. And it even handled the switch to daylight-saving time seamlessly – that's quite a feat here in Australia!” said Paul Broderick, Director Technology and Distribution, SBS Australia.

Australia was one of the first countries to move into digital television, with the first services appearing as far back as 2000. Now, with more advanced features and functionality available, many leading Australian broadcasters are looking to update their systems, to maintain an outstanding service and viewing experience for customers and keep the country at the forefront of digital broadcasting.

“As a market leader in Europe and with global activities, event/IS brings a wealth of experience to the Australian market. In fact, many of our team worked on the development of the old Philips system that SBS used prior to the new deal. We can bring all this experience to bear in helping Australian broadcasters update their systems and deploy new, cutting-edge functionality,” said Cees van Egmond, Sales Manager APAC, event/IS.

As with all event/IS metadata products, both CASIS and STAGIS use open interfaces. This means users aren't tied to any particular supplier or technology platform for their back office and content delivery systems.

About eventIS

eventIS is making TV personal. The number of programs available via broadcast and on-demand will soon reach several hundred thousand. To transform content overload into a compelling and personal TV experience operators need to manage and distribute program, schedule and user metadata in completely new ways. eventIS is a key independent provider of operator-friendly, broadcast quality content promotion solutions to many leading operators. Our multi-platform integrated range of open standard tools are helping to drive business growth through schedule management, EPG and VoD catalogue generation, transaction management and service assurance systems. News from eventIS is located at www.eventIS.nl.

--ENDS--

For further press information, please contact:

Monica Mulkens
Tel. +31 (0) 40 248 8176
monica.mulkens@eventis.nl