

For immediate release

BBC WORLD SERVICE CHOOSES DALET FOR ITS ARABIC TV CHANNEL

This 1.8 Million Euro installation will make new channel a tapeless facility

Levallois-Perret, France – March 5, 2007 – Dalet Digital Media Systems today announced that BBC World Service has chosen DaletPlus News Suite as an integrated video ingest, media asset management and production platform to equip its future Arabic TV channel. This new BBC World Service channel will be launched in autumn of this year and will broadcast in Arabic to 22 countries across the Middle-East.

DaletPlus will control ingest of video feeds and field material as well as provide 80 journalists with desktop editing tools and seamless digital archiving. The built-in workflow management and approvals processes will be central to the BBC Arabic TV operation, opening the door to a truly multimedia broadcast facility.

"DaletPlus News Suite went through a rigorous selection process and is the best match for our requirement," explains Mr. Jerry Timmins, Head of Africa and Middle East Region, BBC World Service. "The coming BBC Arabic TV channel will be a true multi-media operation that will span content across television, radio and BBC interactive services; the Dalet media asset management platform provides us with the adequate platform to do so."

"Digital tapeless news production brings unique challenges to today's broadcasters," explains Mr. Stéphane Schlayen, Chief Operating Officer of Dalet. "DaletPlus News Suite was specifically designed to address these challenges; its open architecture and unique flexibility make it the ideal platform for today's newsrooms. The BBC choice proves it."

The system—which is to be installed in the newly refurbished BBC Broadcasting House, London—will take advantage of Omneon Spectrum Media Servers for ingest and playout and integrate with a number of systems, including AP ENPS text newsroom computer system and an IBIS play-out automation platform. The media produced will feed the TV channel and also be repurposed for output on the web and for radio broadcasts.

Dalet Professional Services will provide the project management, workflow analysis and specifications, installation and configuration, testing of workflows and integrations plus a full training program for administrators, super-users and newsroom staff.

About BBC Arabic TV

The BBC has been broadcasting in Arabic since 1938 and already has a measured audience of over 14 million on Radio and Online across the Middle East and North Africa. The TV service is



due to launch in the autumn of 2007. It will be the first publicly funded international television service launched by the BBC.

It will be editorially independent in line with BBC's long-held reputation for impartial, trustworthy news reporting and analysis. Repeated research from seven capital cities across the Middle East indicates that between 80 and 90 per cent of those surveyed are likely to watch an Arabic Television service from the BBC

About Dalet Digital Media Systems

Founded in 1990, Dalet is a leading developer of software solutions that facilitate the management of audio and video assets for broadcast, entertainment, government, education, corporations and non-profit organizations.

Dalet solutions are used in 50 countries by over 1,700 customers including the largest public broadcasters (ARD, BBC, CBC, Deutsche Welle, Media Corporation of Singapore, NPR, RFI, Radio Suisse Romande, VOA), commercial networks (Arab Radio and Television, BFMTV, Emap, Emmis Broadcasting, Prime TV and XM Satellite) and government organizations (Queensland Courts, The Scottish Parliament).

Dalet is traded on the EURONEXT stock exchange (Eurolist C): ISIN: FR0000076176, Bloomberg DLT:FP, Reuters: DALE.PA

For More Information

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