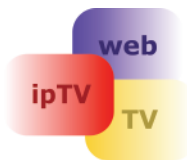


IBC 2009 press announcement



phoenix7
www.phoenix7.co.uk

selected to support BBC Worldwide's
channel management & broadcast operation

The UK's innovative supplier of leading-edge software solutions to the media industry has secured a contract with BBC Worldwide Channels to provide a channel management solution for its global portfolio.

London-based phoenix7 will supply its zeus product (channel management, broadcast operational support and EPG solution) as the hub of its broadcast operation for over 16 channels broadcast globally.

Founded in 2002 by experienced practitioners in the media sector, phoenix7 is a young, dynamic company which is fast gaining a reputation for smart, creative strategic thinking. Its client list already includes media brands such as ETV Media Group, Travel Channel International, Manchester United FC TV, Teletext Holiday TV, Thomson Cook TV, Thomson TV, Teachers TV.

Hitesh Vekaria, of phoenix7 said: "We are thrilled to be working with such a unique and prestigious broadcaster with its wealth of experience in the broadcast industry. It is a challenging brief where the end result can only help to reinforce and enhance our product offering."

"At a time of channel proliferation and pressure on costs, all broadcast clients are looking for software providers who can demonstrate experience, knowledge and smart strategic thinking. This is why

phoenix7 continues to grow in the current economic climate. Because our systems are so flexible, robust and easy to configure, we are a perfect choice for BBC Worldwide Channels' unique specifications."

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