

KIDSCO & JCA TV CREATE UNIQUE “VIRTUAL” DELIVERY SYSTEM

KidsCo, the global kids’ entertainment channel, and JCA TV, the London based Digital Media facility, have joined forces to create a unique international digital workflow .

KidsCo now broadcasts in 6 territories using a collaborative tapeless end-to-end solution for the play-out of multi-language programmes. The workflow will also be extended as the number of broadcast territories are expanded over the coming 12 months, extending the number of language versions significantly.

JCA’s digital hub, eliminates the need for tapes. A process specific to KidsCo was designed by KidsCo’s Director of Broadcast Sara Wookey and developed and implemented by the team at JCA.

In doing so, JCA TV has become the first independent UK facility to implement an entirely tapeless workflow from original material receipt, through the co-ordination of low resolution video and WAV files to and from various dubbing studios in Eastern Europe, to the servicing of the multi-language channels with direct file delivery of the final wrapped Broadcast programme file to KidsCo’s broadcast centre in Denver.

JCA TV were invited to pitch for the work and were successful after a three-way pitch process. They now act as the central hub for all of KidsCo’s suppliers including dubbing houses, compliance companies, creative teams and programme suppliers.

“By utilising our digital workflow for KidsCo, we are able to help clients reduce tape and courier costs, whilst getting the content to the various translation vendors and subsequently the transmission centres, both faster and more efficiently” Simon Kay, Managing Director, JCA TV.

KidsCo’s Director of Broadcast Sara Wookey added: “It’s been the usual busy run up to launch; but it’s no where near as frantic as it could have been had I chosen another company to carry out the file preparation work for us. JCA have been fantastic to work with, and are a company regarded very highly not just by KidsCo, but also by our transmission centre in Denver.”

About KidsCo: KidsCo, a 24/7 multi-platform channel, is committed to providing a responsible and entertaining environment for children and families around the world. The unique channel utilises a state-of-the-art broadcast distribution facility, which is owned by Sparrowhawk Media (part of NBC Universal), as well as the company’s international network of affiliates. The channel is expected to broadcast in up to 40 territories by the end of 2008.

About JCA TV

Established in 1989 and acquired by TVP Group in 2004, JCA TV offers a total video servicing package encompassing ageing formats through to current HD standards and an end-to-end Digital Asset Management service platform. Recent investment has been directed towards its new Digital platform, including online services, both secured and open access. JCA TV is a wholly-owned subsidiary of the TVP Group.

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