



JCA launches integrated distribution platform for Laureus Sports Awards

Broadcasters and news desks able to instantly view and download the ceremony



London, UK July 2010 - JCA, provider of media management services to the digital, TV and film industry, today announced it has developed and created a fully integrated digital portal for Laureus World Sports Awards, the premier honors event in the international sporting calendar. The dedicated Media Window will enable Laureus to deliver full-length videos of the recent awards ceremony held in Abu Dhabi to broadcasters and news desks around the world.

Laureus will use JCA's secure screener service and final broadcast file delivery mechanism to achieve a faster, more reliable and cost effective delivery of content. The functionality has been designed specifically to enable Laureus to move away from physical tape distribution and reach a greater distribution audience quicker through a secure and reportable portal.

Matt Dearden, Production & Broadcast Manager of Laureus, comments: "We have been working with JCA for several years to digitally distribute our video news releases around the world and are really happy with the work they have done to date. We wanted to find a way to quickly send videos of our awards ceremony to broadcasters and news desks around the world. JCA was able to set up a secure and cost-effective platform that is seamlessly integrated within our system that allows us to deliver content in record time. As a result, we have saved time and money and increased our penetration around the world."

Marcus Gage, of JCA stated: "We are really proud to be associated with the world's première sporting awards ceremony and what many see as the sporting equivalent of an Oscar. Our technology platform has once again proven how traditional distribution methods are changing and allowed Laureus to quickly distribute important and time-sensitive videos."

For further information please contact Matt Bowman, Marcus Gage or Perry Foran on 020 8357 5400 or see www.jca.tv .