



Overheard in conversation

JCA & Otv unite to help distributors showcase digital content



London, UK - 26th February 2010 JCA, provider of media management services to the digital, TV and film industry and Otv, provider of sales and marketing solutions for television distributors, are joining forces to provide distributors with a one stop shop to support content sales.

From February, JCA and Otv will collectively work with clients to digitise content for broadcast whilst also preparing it for online marketing and exhibition displays. Clients looking for an efficient and effective route to market will benefit from the new partnership. JCA and Otv will occupy the same London offices allowing collaborative work for new and existing clients.

Simon Kay, Managing Director at JCA, comments: "We are delighted to be partnering with Otv and working alongside them to provide customers with a streamlined approach to digitising and marketing content. Going forward, clients will only need one brief and will have direct access to one account manager that will oversee their project from start to finish."

Matt Wright, Managing Director at Otv, added: "We pride ourselves on offering our clients innovative marketing tools, including programme sales websites and screening systems, so that they can show content online and at industry events. Combining our own expertise with JCA's will only enhance that service and will increase overall efficiency for clients."

Vicky Albon, Distribution Manager at Digital Rights Group (DRG), said: "As a distributor our marketing, sales & fulfilment strategies are fundamental to the success of our business. We welcome this combined offering as it will provide us with clear cost benefits and a more streamlined and complete service."

Collaborative work between JCA and Otv has already begun on projects including the 2010 NATPE market and conference event and MIPTV in April.

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