



## **JCA supports Sports Relief with Digital Media Distribution!**

Following the tapeless management of a number of high profile broadcast channel launches, JCA continues to support content access and distribution through its Digital portal, this time for Sport Relief! James Cracknell, as he progresses his mammoth cross continental challenge, is enjoying the benefit of instant dissemination to the World Wide Press.

A series of video segments chronicling the challenge are uploaded to a remote site from the team in the field and ingested into the portal. This platform then supports access to the international press community offering images instantly!

All images, moving and still, are accessible in a selection of file resolutions to support multiple media agencies.

JCA worked closely with Sport Relief to ensure maximum press exposure to truly “get the message home”



Sport Relief is a fundraising initiative of Comic Relief and BBC Sport's, combining sports celebrities, competitions, games, public participation and television coverage in an effort to raise awareness of world poverty.

For information on JCA TV Ltd contact:  
Matt Bowman  
E-mail: [matt@jca.tv](mailto:matt@jca.tv)  
tel: 020 8357 5400

For information on Sport Relief contact:  
Kristina Kyriacou  
E-mail: [k.kyriacou@comicrelief.com](mailto:k.kyriacou@comicrelief.com)  
tel: 020 7820 5555