



JCA launches bespoke delivery portal for CAKE

Entertainment

Screener service accelerates delivery and reduces cost

London, UK 19 November 2009- JCA, provider of media management services to the digital, TV and film industry, today launched a fully integrated web portal for CAKE Entertainment, the award winning London-based kids and family entertainment specialist. Managing the IP for animation and live action production companies on an international basis, CAKE will be using the portal's screener service and final broadcast file delivery mechanism to achieve faster and more cost effective delivery of content to the market.

Fully integrated into CAKE's existing website, the portal enables instant viewing of screeners on clients' desktops. The functionality has been designed specifically to accelerate the sales process and enable CAKE to reach new markets. The portal is the latest solution provided by JCA to CAKE, and follows a touch-sensitive screener system that was developed for CAKE's stand at MIPCOM in association with OTV, where CAKE won the most viewed screener award for their property, *Angelo Rules*.

Genevieve Dexter, partner and commercial director at CAKE, commented: "JCA's solution will make it easier and more cost effective for us to quickly get our content in front of decision makers. The portal integrates seamlessly with our existing technology, while giving us greater control and allowing us to deliver all our properties digitally."

Simon Kay, managing director at JCA, said: "Having worked with CAKE for 4 years we are delighted to be able to play a part in its continued success and look forward to being able to develop and deliver solutions that will keep CAKE one step ahead."

- Ends -

NOTES TO EDITORS:

About JCA

Established in 1989 and acquired by TVP Group in 2004, JCA offers total digital, tv and film service packages encompassing ageing film and video formats through to data capture at HD and beyond. Included in the services is an end-to-end Media Asset Management platform servicing client's file based needs including online services, both secured and open access. JCA is a wholly-owned subsidiary of the TVP Group.

JCA works with clients such as BBC, Channel 4, DRG, Entertainment Rights, NBC Universal and Kidsco to supply services including encoding, transcoding, digital transmission workflows, content management and file delivery.

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About CAKE Entertainment:

CAKE Entertainment is one of the world's leading kids' and family entertainment specialists. The London-based company, created in 2002, works with animation and live action production companies from around the world to develop, produce, commercially position and manage their IP propositions for international market.

CAKE is owned and directed by Genevieve Dexter and Tom van Waveren and is now established as the meeting place for a growing family of producers of high end content for the current and future media environment. The company has now completed and acquired a wide range of programming and was awarded won Kidscreen's "Best Distributor of the Year" award for 2008.

Recent successes including Fresh TV's *Total Drama Island* and *Total Drama Action*, Cartoon Saloon's *Skunk Fu!* (*BAFTA nominated*), Coolabi and Neptuno's *King Arthur's Disasters* (*BAFTA nominated*), and Star Farm's *Edgar & Ellen* all which have achieved phenomenal ratings success in the USA, UK and many other territories.

<http://www.cakeentertainment.com/>

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