

News Release

Press enquiries *Peter Blatchford +44 (0) 1189 637615* *email: pete@starfish.tv*

Turkish Delight at Starfish Subtitling

Dogan TV choose Starfish DVB subtitling for features and flexibility

Reading, UK, April 2...Starfish Technologies has supplied Dogan TV, part of the largest commercial broadcaster in Turkey, with a multi-channel DVB subtitling system for its main transmission centre in Istanbul. The sale includes a number of Starfish TransCast DVB subtitle transmission systems and Isis subtitle authoring software.

Commenting on the new installation, Onur Mesta, Digital Platform Head-end Manager at Dogan TV said 'We have extremely demanding DVB requirements that could only be met by the features and flexibility of the Starfish TransCast system. This was a crucial factor in our decision alongside the ease of use offered by the ISIS subtitling software.'

Peter Blatchford, Director of Sales and Marketing at Starfish added 'It's always gratifying to receive this type of endorsement from a major transmission provider, especially after such a lengthy and rigorous selection process.'

The multi-channel subtitling service at Dogan TV is due to go live in April with three movie channels and one subscription-based channel devoted to education.

The sale to Dogan was managed by Computorium, Starfish Technologies' Turkish reseller.

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About Dogan TV

The Dogan Media Group is the largest commercial broadcaster in Turkey, offering 49 TV channels for news, drama, entertainment, music, sports and much more. The various TV companies in the group like Kanal D, CnnTurk, Star TV, TNT, PPV Movie and interactive Channels are transmitted together with turnaround services like Discovery Channel, Animal Planet, Da Vinci Learning, Eurosport, CNN International through a NDS Videoguard based digital platform D-SMART which has 500,000 subscribers in its first year. www.dyh.com.tr www.dsmart.com.tr

About Starfish Technologies

Starfish offer a range of innovative and cost-effective technologies for Regional Insertion Systems, Closed Captioning and Subtitling, Audio Description, Scheduling, Compliance Logging, and Teletext.

Starfish has developed a complete task-management system for Subtitle and Audio Description workflow and have a successful track record of media management project design and implementation. Starfish Technologies is an ISO 9001 registered company. Further product and press information can be obtained at www.starfish.tv