

## News Release

*Press enquiries*

*Peter Blatchford +44 (0) 7771 287461 email: [pete@starfish.tv](mailto:pete@starfish.tv)*

### **Starfish builds regional commercials system for TV4, Sweden**

**Working with Swedish reseller LanLink, Starfish Technologies has supplied Sweden's largest commercial broadcaster, TV4, with a system for the regional scheduling and transmission of commercials, allowing local TV stations to broadcast region-specific content from individual transmitters. The Starfish system is based on established technology from their Tessera, Immedia and TransCast ranges.**

A fully redundant central server system with mirrored database and media files feeds data to more than 30 remote servers located at regional transmitter stations. Tessera, the Starfish scheduling system, interfaces with the in-house ad-sales system to construct schedules of adverts for each regional server. Meanwhile, Immedia (driving Digital Rapids StreamZ encoders) encodes content from tape onto a central media store.

TransCast, the Starfish playout system, runs on each remote server and receives notification from Tessera once playlists are available, prompting each TransCast to collect the schedule and media required for playout in its region.

At transmission, commands required to control TransCast are encoded by the TV4 automation system into the VBI to be decoded by the Starfish VBI decoder and delivered to TransCast.

Tessera includes user-configurable report generation and comprehensive logging. The system is self-maintaining with automated routines to manage database, media and activity files, thereby reducing administration.

"Our mission was to design a bespoke system around core products in our portfolio," said Graham Neden, Managing Director of Starfish. "In so doing, we established ourselves in the Swedish landscape and earned the trust of our partners at LanLink and our clients at TV4."

Peter Lilja of LanLink is confident that his company's relationship with Starfish will be fruitful. "On completion of the first project, TV4 asked LanLink and Starfish to deliver another system to handle their archiving requirements," he revealed, "so clearly at the end of the day they are satisfied with what the English boys did."

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### **About Starfish**

Starfish Technologies Ltd is an established leader in the supply of Subtitling and Teletext solutions to the Broadcast TV industry. Starfish also supply a range of specialised technologies for this market including scheduling and compliance recording.

Starfish have developed a range of media management technologies and have a successful track record of media management project design and implementation.

Further product and press information can be obtained from the Starfish website [www.startfish.tv](http://www.startfish.tv)