



Outdoor Sport Channel Ltd® and Broadtec Team Up To Deliver Content

Jerusalem, Israel, September 7, 2009. Outdoor Sport Channel Ltd®(Outdoor Sport Channel®) has signed an agreement with Broadtec Ltd. of Israel to use their advanced Content Management Software for the automatic scheduling of playlists thereby saving many hours of production time and money. Outdoor Sport Channel® selected Broadtec as the software best suited to the diversified channels of Outdoor Sport Channel® which includes the best of Global Outdoor Sports Television ©2009.

Broadtec's software will enable Outdoor Sport Channel® to prepare playlists in advance for their broadcasts and with simplified operations make changes for other broadcasts for other days or other countries, inserting breaks and cue-tones in the right places. While the complete programming and allocation is automatic, the professional training of the person responsible for the playlist can be used to edit or change the program lists manually. The burdensome task of scheduling is made easy through the use of the software.

An advantage of the Broadtec software is that it runs on a standard PC using SQL, although there is a configuration using a network server and Oracle database. Another advantage is a full complement of reports ranging from AS-RUN reports to management summaries, financial reports, as well as regulatory requirements. The rights management handling in most comprehensive and keeps track of every little detail.

Mr. Eitan Issacharoff, General Manager of Broadtec, commented - "The agreement with Outdoor Sport Channel® will enable Broadtec to expand its operations to more continents and to expose the field-tested software that has been in operation for the last 8 years serving some of the leading broadcasters such as National Geographic, Baby, Playboy, and MTV just to name a few". Mr. Issacharoff further commented "that this agreement will give Outdoor Sport Channel® all the functions needed for the running of a broadcast station from content management, purchasing, scheduling, billing, and maintaining client records, all in one integrated system."

Mr. Henk van Meer, Founder & CEO of Outdoor Sport Channel® commented; We are very enthusiastic about signing this agreement with Broadtec Ltd. The software enables us to setup an excellent playlist, including a full complement of reports ranging from AS-RUN reports to management summaries, financial reports, as well as regulatory requirements until the actual broadcast ployut. These days operators require receiving high quality program scheduling and reception of the channels and with the Broadtec Ltd. Software we are able to fulfill all their needs.

About Broadtec, Ltd. - Broadtec has been developing ERP software for over 25 years, and for the

Broadcast industry the last ten years. The software is a complete End-to-End content management system for TV Channels, IPTV, Cable Operators, Internet TV , VOD and Street Advertising. The flexible software provides for Multi-Channels, Multi-lingual, Multi-Companies, Multi-Currencies, Multi-Tax structures. A powerful hierarchy searching mechanism makes it easy for the scheduler to find clips, ads, and promos.

www.broadtec.net

About Outdoor Sport Channel Ltd® (Outdoor Sport Channel®).

Outdoor Sport Channel® features a range of quality programming designed to inform and entertain sportsmen across the world, promoting traditional outdoor activities, alongside daily news programs about world cup skiing, live (Formula 1) car racing, paragliding, mountain climbing, horse riding, hot air ballooning, motor sports, cycling, wake board sports, Transalpine-running, the Beach Volleyball Cup, marathons, air flight days, drag racing, kart racing, surfing competitions, golf and football.

All programming is a combination of Outdoor Sport Channel's® own content production and production from well known independent producers across the world. Outdoor Sport Channel® distributes its programs via Set-top box, cable, satellite, Internet portals and mobile platforms.

www.outdoorsportchannel.com

Press

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