



16 June 2008

## **Chris Howe to Lead Red Bee Media Australia**

Red Bee Media has announced the appointment of Chris Howe as General Manager of Red Bee Media Australia.

Chris' appointment follows the resignation of Red Bee Media Australia's Managing Director, Mick Morris. After a hand-over period, Mick will leave in mid-July to return full-time to his private consultancy business.

Chris Howe designed the technical architecture in Red Bee Media's Broadcast Centre in London. The largest purpose-built facility of its kind in Europe, the Broadcast Centre's tapeless technology supports the media workflow principle of ingesting content once and using it many times. This provides broadcasters, content owners and platform providers with efficient delivery of media to multiple platforms, whether it be traditional TV services, broadband or mobile devices.

Chris relocated to Australia in September 2007 to take up the position of Director of Technology for Red Bee Media Australia.

Pam Masters, CEO, Red Bee Media, said: "I am pleased to welcome Chris Howe as General Manager of our Australian business. His knowledge of broadcast technology and Red Bee Media is unrivalled and I am confident that, under his management, Red Bee Media Australia will continue to grow and prosper."

Chris Howe said: "Over the past year I've really enjoyed working with the team here in Australia and learning about this broadcast market. I look forward to continuing to bring our range of services to our clients in Australia and Oceania, as well as meeting our exciting growth plans."

Red Bee Media are specialists in enhancing, creating, delivering, promoting and providing navigation for content on TV, VOD, broadband, mobile and other portable devices.

The Australian operation, including the Australian Caption Centre (which was acquired by Red Bee Media in February 2006), provides subtitling (captioning) services for the major Australian television networks Nine Network, Seven, Network Ten and SBS; major advertisers and their agencies; video and DVD distributors; subscription television channels; and conferences in Australia and overseas.

Red Bee Media Australia has offices in Sydney, Melbourne, Brisbane and Perth. To meet expansion demands within the Australian market the Sydney office will soon be moving from the current Haymarket location to a new purpose-built Media Centre at Rosebery.

Red Bee Media has experienced a year of expansion and growth fuelled by industry regulation and acquisition. In March this year it acquired Titelbild Subtitling and Translation GmbH, one of the leading European multilingual subtitling and translation service providers. This acquisition joined Red Bee Media France which was opened in January 2006, landing contracts with M6 and Canal+. In April, Red Bee Media started subtitling 100% of programmes for the BBC – a globally unique achievement. Red Bee Media Australia helps with the live subtitling of programmes on BBC due to the 24-hour nature of programming and time differences.

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**About Red Bee Media Australia**

Red Bee Media Australia Pty Limited is a wholly owned subsidiary of Red Bee Media (UK) Limited.

At our offices in Sydney, Melbourne, Brisbane and Perth, we specialise in creating and providing live and pre-recorded closed captions (subtitles) for major Australian broadcast networks such as SBS, Nine Network, Seven Network and Network Ten. We also supply captioning for major advertisers and their agencies, video and DVD distributors, subscription television channels and conferences in Australia and overseas, as well as language translation services in all media and live remote transcriptions of university lectures and business meetings.

Red Bee Media Australia is currently building a new state of the art Media Centre due to launch in late 2008, which will bring together all of the existing Sydney operations into a new multi-client facility. This facility will offer not only captioning, but also digital media management to diverse platforms.

For information about our services, please contact:

Tel: +61 (0)2 9212 5277  
Or visit: [www.redbeemedia.com.au](http://www.redbeemedia.com.au)

**About Red Bee Media (UK)**

Red Bee Media is Europe's leading expert in the distribution and promotion of multimedia content, offering a comprehensive range of services to playout, publish, promote and provide media access for content across all media, from television to mobile phones.

**Services include:**

- **Digital Hive:** a one-stop shop for content owners, rights holders and distributors to digitise, store, enhance and deliver content to any platform whether it is for television, mobile, web, or tomorrow's latest gadget.
- **Metadata:** navigate audiences to content across multiple platforms. TV scheduling and editorial information for electronic programme guides (EPG)
- **On Demand Content Distribution:** a platform that makes it possible to offer content on demand to PCs, mobile phones or set top boxes.
- **Creative:** promotions, design and branded content.
- **Playout and media management:** broadcast playout outsourcing, archive and video on demand media logistics.
- **Access services:** subtitling, signing and audio description.
- **Language localisation:** dubbing and subtitles for localisation of content.
- **Listings:** TV scheduling and editorial information for electronic programme guides (EPG).
- **Piero:** 3D sports graphics system that allows play to be viewed from any angle.
- **Results:** real-time 3D information-graphic systems.

Red Bee Media is majority owned by Macquarie Capital Alliance Group, a fund managed by a member of the Macquarie Bank Group.

For more information visit: [www.redbeemedia.com](http://www.redbeemedia.com)