

The Playroom flips switch on new HD channels, Australia's digital broadcasting future

The Playroom commenced broadcasting three new HD channels for The Movie Network from their advanced digital media hub

November 17 2009 As part of Foxtels \$50 million pay-TV expansion, Australias leading digital broadcasters, The Playroom, flipped the switch on three new HD channels for The Movie Network channels on Sunday morning, as well as launching the Movie Networks new Family Movie Channel (FMC).

From November 15, The Movie Networks new channels Starpics 1 and Starpics 2, alongside existing channel Movie One, will reach audiences across Australia in high-definition via The Playrooms state-of-the-art digital media broadcasting facility. FMC also launched on the same day in standard definition.

Located in East Sydney, The Playrooms digital media hub is the most technologically advanced independent facility in Australia, capable of multi-casting digital content across a vast range of television, web, mobile and IPTV platforms. The facility and its unique workflow-based approach put The Playroom at the forefront of digital broadcasting and distribution.

Commenting on the announcement, Andrew Hogg, The Playrooms General Manager, said: Were pleased to confirm that The Movie Networks new HD channels launched successfully on

November 15. The Movie Network will be among the first to benefit from our new digital media operations centre which is enabling us to provide the production, broadcast, aggregation and distribution services content providers are going to rely on in the digital age.

Four years in development, The Playrooms facility is a multi-channel, multi-platform operations centre that supports the distribution of all types of digital content across platforms from high and standard-definition television, to handheld devices, websites and content networks such as iTunes and airlines in-flight systems.

Asked about The Movie

Networks partnership with The Playroom, Movie Network CEO, Tony Forrest, said:

The Playrooms facilities are unique. In addition to broadcasting our new high-definition channels, The Playroom will also play a critical role in expanding our premium content services, allowing us to take full advantage of any digital media platform we require.

The Playrooms heavy

investment in digital distribution technology is born of the belief that, as the media landscape continues to evolve across our television screens, computers and mobile devices, content distributors are going to require enormous flexibility and platform independence in bringing their product to their audiences.

From IPTV to mobile

networks, new digital ventures will need to be seamless, says Andrew Hogg. With The Playroom, both local and international distributors can now start to deliver their content in the ways that the digital future is going to demand.

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About

The Playroom

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Playroom is a leading provider of production infrastructure, content aggregation, broadcast and distribution services and a key business unit of Omnilab Media. theplayroom.tv.

About

The Playroom

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