**RED BEE MEDIA EXTENDS CONTRACTS WITH CHANNEL 4 – DELIVERING SOFTWARE ONLY PLAYOUT AND ACCESS SERVICES ACROSS THE UK**

**Red Bee Media is extending its relationship with Channel 4 and will deliver fully resilient dual site Playout and Access Services for all the British broadcaster’s channels. Playout Services will be delivered active / active from Red Bee’s facilities in Broadcast Centre, London and Media City UK, Salford. Access Services will continue to be delivered from a number of locations across the UK. In renewing the contracts, Channel 4 will be onboarded to Red Bee’s software-defined playout platform, which will be available for demonstrations at IBC 2019 in Amsterdam.**

Red Bee’s unique software-only playout platform running on the company’s new state of the art hybrid cloud platform, enables rapid configuration and deployment of new TV services, creating opportunities for customers like Channel 4 to quickly launch new channels and features. The platform also enables greater workflow visibility and increased possibilities for collaboration.

“We are proud to have established a renewed confidence with Channel 4 for the years to come and we are looking forward with excitement to helping them transition to a software-only playout deployment. As a managed services provider we aim to deliver services that help our customers focus on their content and their audiences and we appreciate the trust Channel 4 has bestowed on us to do just that”, says Steve Nylund, CEO, Red Bee Media.

By distributing Channel 4’s services between London and Media City UK in Salford, Red Bee is creating a number of new roles in the North West, further supporting its commitment to the region as well as Channel 4’s ambition to generate employment opportunities across the UK.

“RedBee have been a key partner for many years and we are delighted to be renewing our Playout and Access Services relationship.” says Orpheus Warr, CTO Channel 4 “The move to a flexible, resilient and fully virtualized dual-site playout solution clearly demonstrates Red Bee’s commitment to delivering customer value and quality through service innovation.”

The renewed relationship between Red Bee and Channel 4 includes multi-year contracts with delivery of Playout, Disaster Recovery and Access Services (Captioning, Visual Signing and Audio Description) for all six Channel 4 channels (incl. regional, platform and time-shifted versions) and Box Television.

All services provided to Channel 4 will be showcased within Red Bee Media’s ‘Leader in Live’ demonstration at IBC 2019, September 13-17 in Amsterdam, along with the company’s full end-to-end offering of next generation media services. Their IBC presence will include showcasing unique real-time demonstrations of full-service live remote production workflows with football games from Leyton Orient Stadium in London streamed and broadcast on the tradeshow floor at IBC. Red Bee Media will exhibit on booth 14.D26, in hall 14, Content Everywhere at IBC 2019.

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**For more information please contact**

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**About Red Bee Media**   
Red Bee Media is a leading global media services company with a staff of more than 2500 media service and broadcast experts. With the head office in London, UK, Red Bee Media provides services from 11 main hubs around the world. Every day, millions of people on all continents watch television programs prepared, managed and broadcast by Red Bee Media staff. Every year, the business delivers 4 million hours of programming in more than 60+ languages for over 500 TV channels. Red Bee Media’s OTT services include live transcoding of 233 channels for broadcasters and 119 standalone channels provided to 1.7 million subscribers. The company’s content discovery portfolio spans more than 10 million movies and program titles, covering over 25 languages, and includes an image database with over 90 percent of all programming available across traditional TV, VOD and SVOD. Red Bee Media also provides over 200,000 hours of captioning each year – more than 70,000 hours of which is live. Red Bee Media is an equal opportunity employer, with a clear focus on embracing diversity and creating an inclusive workplace throughout the entire organization. [www.redbeemedia.com](http://www.redbeemedia.com)