

Media Release

London, 17th September 2015

Loft London To Provide A New IP Feed and Capture Service

- *London-based facility to provide a cost effective Live Events capture service* -

Loft London is to introduce a new IP feed capture service for its customers. In partnership with Kickoff TV Productions, Loft London will have access to Kickoff TV's recently launched Feedstation service. Feedstation allows any live feed available from BT Tower in London or from an international satellite signal received by Telenor Satellite Broadcasting UK's teleport, to be delivered over IP/cloud to Loft London who in turn will convert the IP stream to SDI. The service allows Loft London's clients to access international and local feed services such as live and sporting events to be then captured repackaged into either whole events, high lights or news packages and made available to broadcasters, OTT and VOD platforms in an efficient and cost effective solution.

"We at Loft London are always looking at providing our clients a solutions that are rapid to deploy, has a quick turn around time and does not incur the normal high costs associated with the traditional lines and satellite infrastructure." said Davide Maglio, CSMO of Loft London. "We have been approached on a number of occasions to provide VOD and OTT repackaging services of live events and the challenge has always been the lengthy lead time and costs for the client. We believe that our partnership with Kickoff TV's Feedstation offers our clients a flexible, rapid and cost effective solution that can scale to meet their challenges at short notice."

"Feedstation is a bold new step for Kickoff in delivering occasional use feeds to customers", says CEO Ken Skaarbrevik of Kickoff TV Productions Ltd. "We are incredibly happy to partner with Loft London utilising our 100% LAN-based system. The Feedstation IP network, set up in partnership with Telenor, will make it possible for Loft London to receive live feeds and also deliver content to their clients all over the world, in a secure and very fast way. We believe that the service will be a success as it is a cost-effective and secure alternative to fibre and satellite downlinking. It marries the use of award-winning IP technology, the Telenor Satellite Broadcasting UK-based hub, with access to BT Tower signal as well as from any other International satellite. The Feedstation partnership with LiveU, Garland Partners, ARG and other technology partners, makes us also able to provide customers with the right IP feed solution for them. Kickoff TV is very much looking forward to assist Loft London, with its leading content processing capabilities, to develop this side of their business."

About Loft London

Loft London is one of the UK's principle digital media and Post Production providers, offering content management and distribution services. Loft London services all stages of the content lifecycle and facilitates the evolution from tape based servicing to digital distribution. Offering a total video servicing package encompassing ageing formats and archive libraries through to current HD standards, Loft London has the ability to deliver to any digital asset management service platform.

Established in 2007, Loft London has rapidly grown into a global media hub with two London locations. With diverse Tier 1 1Gb connectivity, four Avid Post Production suites, a fully HD capable Final Cut farm with 15 seats, a dedicated SAN storage system for the edit environment, three file acceleration platforms, LTO storage platform, off-site deep archive and disaster recovery, a proven global distribution network and a full time staff complement of 35 employees. Loft London is headquartered in Chiswick, West London and also owns a disaster recovery site in South London. www.loftlondon.co.uk

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About Kick Off TV Production

Based in London Kickoff TV Productions, has since 2010 been providing production services in the UK, mainly for nordic broadcasters. The company has been set up by Ken Skaarbrevik who has over 25 years experience as a TV producer, Operational Manager, Executive Producer and CEO of Nordic broadcast channels with experience from News, Sports and Entertainment. He has among other things run large production units for Disney, MedgeUK and Viasat..With investment backing from leading broadcast insiders, Kickoff TV Productions (also known as KOTV) has been set up to offer a combination of equipment hire, production and consultancy services. A recent addition to the company's services is the Feedstation IP hub, set up in partnership with Telenor Broadcasting Service, which offers affordable and secure contribution feeds over IP.

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