



# Broadcast **SERVICES**

## Reducing **COSTS**

Staffing  
Broadcast  
Scheduling  
EPG Delivery  
Technical Support



# Cost Efficient Channel Management

## CONNECTING YOUR CHANNEL TO THE BROADCAST RESOURCES YOU NEED

Canis Media has been established for ten years and is unique because we are small enough to provide a bespoke service yet big enough to ensure that we deliver on quality and price.

We have worked with dozens of leading broadcasters and channels including Sony Pictures Television, Chellomedia, Fox, Top Up TV, ESPN, Sky, Setanta, Racing UK, Comcast, Chart Show Channels, Discovery, France 24, Viacom and Turner Broadcasting.

As well as providing consulting and EPG management services, we have a reputation for providing professional and cost efficient broadcast services.

## Out-Sourcing Your Channel Operations Can Lead To Huge Savings...

### HOW WE SAVE YOU MONEY

IN HOUSE CHANNEL MANAGEMENT	COST PER ANNUM	CANIS SOLUTION
Channel Manager	£35,000	Included
Senior Scheduler	£26,000	Included
Scheduling Cover	£22,000	Included
Traffic Manager	£24,000	Included
Scheduling & Library Software Licence	£21,600	Included
Office space & hardware	£9,400	Included
<b>Total per annum</b>	<b>£138,000*</b>	<b>Included</b>

(\*not including National Insurance and other staff costs)

We charge you a fixed monthly fee to manage your channel. Our team then works across our clients' channels to ensure that you get the cover you need, whenever you need it. To provide that level of cover in-house you would need to employ a large team of people. By using Canis staff you save money, time and day to day administration of employing people.

## BROADCAST SUPPORT

**Scheduling:** We schedule all programmes, including promos, interstitials, bugs and commercials.

**Software Licences:** We provide the appropriate software licence for a system to deliver a schedule to your nominated play-out centre.

**Library:** We maintain a database of all delivered programming detailing tape numbers, tape location and programme information. We can also offer tape storage services if required.

**EPG Preparation and Publishing:** Canis ensures EPG information is published in accordance with the broadcast platform's requirements. Canis can deliver EPG data direct to Sky in the UK.

**Traffic co-ordination:** We liaise with all suppliers of broadcast, promotional, advertising or infomercial material to ensure accurate scheduling, delivery, and ingest of all material at your play-out centre.

**Campaign Audits:** Canis manages advertiser logs and ensures delivery to Kantar for BARB reporting.

Managing even a basic TV channel can require the services of up to four full-time technical staff to provide 24/7/365 cover.



Helena Brewer

Our team schedules channels and liaises with suppliers such as play-out and uplink providers. We co-ordinate all media and work closely with advertising sales houses and creative departments. Our service allows you to focus on what is commercially important.

Full-time staff are expensive and can be a drain on management time. Our team works across multiple channels, giving your channel flexibility and total cover.

## Our Expert Schedulers And Channel Managers Undergo Regular Training And Career Development

### WORKING WITH PARTNERS

We expect to work with a channel's suppliers in a positive and supportive way. We have spent ten years building up good relationships in the industry and we work happily with all the main broadcasters platforms, satellite, play-out and listings companies.

For new broadcasters we will help you get supplier quotes and negotiate bandwidth and other services on your behalf.

With the experts at Canis Media on your team you'll know you're getting a good deal from your suppliers.

Why not give the team at Canis a chance to show you how they could help manage your channel? If we don't think we can help we'll be the first to say so.

**Call our Broadcast Services Manager**

**Helena Brewer on +44 (0)1494 878078 or email**

**[helena.brewer@canismedia.com](mailto:helena.brewer@canismedia.com)**



### CUSTOM SOLUTIONS

At Canis we have owned, managed, assisted or sold more than fifty channels in the UK market alone. We know what it takes to manage a television channel and we know every channel is different. We work to provide a tailored solution that works for YOUR channel.



### INTERACTIVE SOLUTIONS

Our team has been managing the development of interactive services for television channels for ten years. We have built services for use on the Sky platform, Freesat, and BT Vision.

We have iPhone and other mobile apps available now that can put your TV content onto millions of mobile phones in the UK and across Europe.



### BUSINESS SOLUTIONS

Canis Media is the UK's leading end-to-end TV channel launch specialist. In 2009 and 2010 we had a hand in over 70% of all UK TV channel launches, sales, or changes of control. We are, by a wide margin, the UK's leading EPG brokers. If you have a channel to launch or sell, we can help.



## CONSULTING STAFFING SUPPORT

Since 2001 Canis Media has been helping broadcasters manage their businesses more effectively, more profitably and more creatively.

We have experience with news, entertainment, shopping, fitness, sports, lifestyle, religious and interactive channels. The team has years of experience in channel management, business launches, disaster recovery, business planning, licensing, compliance regulation and media airtime sales.

For some clients we house teams for them, for others we provide services using our existing staff. We work hard to find a way to ensure that our clients get the service they need.

## ADDITIONAL SERVICES

- ✓ Ofcom, ASA and ATVOD consultancy and support, including licensing, Ofcom annual returns and staff compliance training
- ✓ Compliance checking of programming, advertising and sponsorship credits
- ✓ Script writing advice and development
- ✓ Compliance re-versioning and editing e.g. creating pre and post watershed versions of programming
- ✓ Standards and aspect ratio conversion including revisions e.g. amendments to teleshopping graphics and conversion from NTSC to PAL
- ✓ Tape dubbing and tape logging
- ✓ Provision of tape stock
- ✓ Provision of information about play-out and uplink providers
- ✓ Arranging delivery of content including FTPs, tapes and hard drives
- ✓ Editing facilities with fully trained staff for creating interstitials, promos, programmes and presentation ideas e.g. logos, branding, FCP and Avid
- ✓ EPG platform brokering, acting for either buyer or seller
- ✓ EPG valuations to help value your business assets
- ✓ 'Content@Canis' offers production and post production services including programme making, short and long form commercials
- ✓ Management of your short and long form commercial airtime and airtime sales house relationships

