

inverleigh

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INVERLEIGH SETS NEW BENCHMARK IN CLIENT SERVICING WITH MEDIA ROOM PARTNERSHIP

MELBOURNE: Inverleigh, a leader in premium sports content production and distribution has appointed Silver Trak Digital's Media Room smart media asset management solution as the backbone of its content delivery system. With hundreds of broadcasters airing thousands of hours of their high-value content solutions, Inverleigh has entrusted Silver Trak to provide their world leading technology innovation.

Inverleigh Chief Executive, Peter Wraith explained, "Inverleigh's clients are looking for more efficient and flexible content delivery solutions. Clients want their workflows to be simple, robust and convenient. By using Media Room we can integrate a far more coherent workflow for delivering master program files to clients worldwide. After detailed consultation, Silver Trak has tailored their Media Room backend to facilitate our clients' needs. Importantly, Media Room provides Inverleigh with a one-stop shop for the automation of media formats, content management, quick file conversions and delivery".

According to Inverleigh's Technical Director, Mark Swift, the company chose Silver Trak and Media Room based on their ability to truly understand the requirements of Inverleigh, the content management and delivery market and the willingness to further develop Media Room's functionality to accommodate their needs were key.

Silver Trak COO Christian Christiansen said, "Currently Inverleigh use Media Room as part of a hybrid delivery system. This means they can use traditional satellite-based solutions or use Media Room to manage and deliver content in a 100% file-based manner via Aspera and S3 Push, thereby satisfying all of their clients' requirements. Media Room has been designed to be totally customisable and can be used on an ad-hoc basis. What we are now implementing is a 100% automated and rule-based workflow which means each uploaded file's attributes will be automatically sent to the end user via the delivery method of their choice. All of this with one simple click of a mouse."

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ABOUT INVERLEIGH

A leader in non-live sports content, Inverleigh produces and distributes premium sports entertainment & lifestyle programming, including weekly news and magazine programs, timeless catalogue and major event preview content for traditional and digital broadcast platforms. With operations in Melbourne, London and Miami, Inverleigh currently supplies programming to over 330 broadcasters globally.

www.inverleigh.com

ABOUT SILVER TRAK DIGITAL

With over 30 years of experience in audio, visual and data content management, Silver Trak Digital

provides leading edge media asset management, broadcast duplication, QC, technical assessment, content management, disc duplication and replication services as well as pro media distribution from world leading brands.

www.silvertrak.com.au

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