



**For Immediate Release**

## **KTO TV SELECTS PROCONSULTANT INFORMATIQUE FOR MULTI-PLATFORM PROGRAM MANAGEMENT**

*LOUISE end-to-end program and operations management system will drive streamlined workflows and productivity for 24/7 religious channel*

**Amsterdam, Netherlands – September 11, 2009** ProConsultant Informatique announced today at the IBC Exhibition, held in Amsterdam from September 11 – 15, 2009 that Paris-based KTO, the Catholic religious television channel, has selected the LOUISE business management solution as the programming and operations engine for managing content for its cable/satellite channel and VOD Internet platform. LOUISE provides the intelligent architecture for managing and scheduling program assets, and for simplifying workflows in tapeless environments where content is generated for multi-platform distribution. KTO will also use the new MediaBench module of LOUISE to facilitate content creation for use on non-linear platforms. KTO is available throughout France and other Europe via satellite and cable, and the channel has a growing international presence on the web.

*"The breadth and flexibility of LOUISE offer tremendous value for KTO," says Franck Demeau, Technical Manager for KTO. "We appreciate the fully-integrated nature of LOUISE with its end-to-end functionality. LOUISE gives us the ability to manage our content and as operational processes in their entirety and at every stage -- for broadcast as well as for our Internet VOD and other services. It's an incredibly agile and complete system that will improve our productivity and add efficiencies. Built-in tools like MediaBench for creating our VOD/Internet content add even more value."*

*"We are very pleased that KTO has selected LOUISE for their content management and operations platform." says Hervé Obed, founder and CEO of ProConsultant Informatique. "LOUISE is purpose-built as an enterprise system to improve efficiencies with maximum control and flexibility throughout the operations chain - from acquisition, rights, and scheduling to multi-channel, multi-platform distribution and archiving. LOUISE manages all programming and metadata, and also automates many processes, including media retrieval, broadcast, and format conversions for non-linear distribution. The robust and*

*highly advanced architecture of LOUISE is designed to meet the current and future challenges faced by broadcasters of all sizes,”*

Demonstrations of LOUISE, MediaBench and CINDY, the ProConsultant Informatique sales optimization system, will be available at the IBC 2009 exhibition on stand 2B21.

### **About LOUISE and MediaBench**

LOUISE is a dynamic, fully integrated business information system for managing and media programming assets and operational functions whether it's a mid-size television station or multi-channel, multi-media enterprise operation. LOUISE incorporates essential program information in its centralized database including rights, contracts, scheduling and all associated metadata through its life-cycle. The scheduling grid interface is straight-forward and intuitive. It can be easily configured to meet individual workflow needs. Designed to handle a broad range of situations, the logging tool allows secondary-event scheduling. Built on open standards, LOUISE serves as a control and information hub for data exchange. The powerful Search and Report module quickly responds to multiple levels and categories of queries. Customized reports and analyses are generated dynamically to reflect the latest information with preferred fields and views. LOUISE can be easily integrated with third party systems – from ingest cameras and devices to automation systems or publication services and archive systems. In addition to improved efficiencies in scheduling, planning and analysis, LOUISE provides a reliable, robust framework to maximize all aspects of the digital workflow chain.

MediaBench is a fully-integrated module of LOUISE that enables users to create extracts, posters, and promo packages from various content and media elements (clips, opens, cover art, thumbnails). The packages could include thumbnails and clips of thematic programs for VOD, highlights from live events for mobile distribution, and program segments for posting on websites. The intuitive desktop workspace includes an easy-to-use feature set including search, mark-in/mark-out, format preferences and a preview function. The unique LOUISE architecture automates file format conversions to meet technical criteria for distribution to multiple, non-linear platforms. The advanced architecture also makes it possible to merge content from various projects while always maintaining the metadata throughout the processes.

## **About KTO**

KTO is a 24/7 television channel that was established in Paris in 1999 to give the Catholic Church the means to convey the message of the Gospel by current media and particularly television and the Internet. Funded primarily through donations and partnerships, the channel includes documentaries, magazine programs and discussions focused on religious and social issues, as well as live and recorded broadcasts of religious services particularly events from the Cathedral Notre Dame de Paris and the sanctuaries of Lourdes. It also transmits all major ceremonies from the Vatican and the Pope's travels in partnership with Vatican Television and the TV Italian Episcopal Conference. KTO is available throughout Europe via satellite TV over ADSL, and cable and is also available on the Internet ([www.ktotv.com](http://www.ktotv.com)).

## **About ProConsultant Informatique**

ProConsultant Informatique S.A. develops state-of-the-art business management software for media organizations. Based in Metz, France, the company's flagship scheduling software LOUISE and its air time sales/traffic system CINDY are enterprise solutions offering straightforward, intuitive workflows with a sophisticated infrastructure that provides maximum control and access to information and metadata for management, data exchange, analysis and reporting. With more than a decade of experience, reliability and a proven track record in nearly 200 television and multi-media organizations worldwide ProConsultant exemplifies excellence in innovation and performance.

For more information, please visit [www.proconsultant.net](http://www.proconsultant.net)

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