



VICE SELECTS BABCOCK FOR VICELAND PLAYOUT AND DISTRIBUTION

SEP 2016

trusted to deliver™

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Babcock is the perfect partner to provide our channel origination and distribution...

Tim Bertioli, VP Operations International, Vice

Leading youth-focused media company, VICE has chosen Babcock to support its dynamic ambitions in international television distribution for its new channel, VICELAND. Babcock will provide VICE with high-definition playout and distribution onto the SKY and Canal+ platforms in the first phase of its global

we want to be free to concentrate on producing exceptional programming by leaving our distribution to the technical experts. Babcock is the perfect partner to provide our channel origination and distribution, with the network, technology and team to make this happen efficiently.”

Leah Holding, Managing Director for Babcock's Media Services business said: “Vice is a fast moving and exciting organisation boasting unique content, and I am delighted that we have been chosen as its playout and distribution partner. With content coming from multiple sources to be customised into channels with regional variations against tight deadlines, Babcock has all the media management facilities and experts needed to deliver exactly what Vice need, whenever they need it.”

expansion of the VICELAND channel brand.

Tim Bertioli, VP Operations International, Vice, said: “With an aggressive growth goal to extend our presence into over 40 countries,

