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BABCOCK GOMEDIA PARTNERSHIP GROWS FROM TRAINS TO COACHES WITH NATIONAL EXPRESS (VOD) SERVICE

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...we have invested in the very best technology platform available.

Simon Dore, Chief Operating Officer at GoMedia

National Express customers will be enjoying access to a wide range of high quality films and television content from Monday 28 November thanks to the ongoing partnership between Babcock's Media Services business and GoMedia.

The service, provided by GoMedia, utilises Babcock International Group's (Babcock) multi-platform television distribution offering to encode, encrypt and add subtitles to the content and then distribute it directly into the GoMedia National Express platform. The contract continues GoMedia and Babcock's close relationship and follows hot on the heels of services to Eurostar and Virgin East and West coast trains.

Passengers will be able to access, through an online portal, streaming content from movies to travel information direct to their own mobile devices - tablets, laptops and phones.

Simon Dore, Chief Operating Officer at GoMedia said: "Through our partnership with Babcock we have provided passengers from Eurostar through to Virgin Trains (East and West Coast) and now National Express with the ability to access a cutting-edge on-board entertainment system. We believe this

will become an industry standard for passengers. With responsibility for delivering hundreds of hours of content that must work perfectly first time in multiple languages and on different devices, we have invested in the very best technology platform available."

"Feedback from passengers is already proving the system to be very successful and we knew by choosing Babcock's media facilities that we'd be working with a really credible brand with the expertise in delivering video content to multiple platforms."

Leah Holding, Babcock's Director of Media Services, said: "This is an exciting time for everyone travelling in the UK and internationally on these modes of transport as they'll now be able to access a whole host of content for free that they simply wouldn't have been able to before. In this partnership With GoMedia we're actively able to change the way people are travelling by giving

them a wide range of quality content of their choice, when they want it."

"I am thrilled to see forward thinking companies like Eurostar and National Express utilising our robust technology to deliver the 'always-on' levels of service their customers demand."

Babcock Media Services launched the service to Eurostar in February, Virgin East and West Coast trains in June and National Express will go live on 28 November.