

Broadcast Integration Services



BROADCAST INTEGRATION SERVICES UPGRADES VIACOM CONTENT SERVICES

LONG ISLAND ORIGINATION FACILITY
BOOSTS WORKFLOW AND CHANNEL CAPACITY

Union City, NJ (March 2012) The expansion of Viacom's network operations center is a step closer to completion with the successful transition of a first group of program play-out channels to new higher quality, more reliable sever/automation workflows.

[Broadcast Integration Services](#) (BIS) — the forward- thinking media technology design, engineering and installation firm based in Union City, NJ tasked with engineering and installing the enhanced systems — announced that they have successfully launched 40 channels of outbound programming from the new TOC Technical Operations Center.

The additional capacity supports a range of new and enhanced content origination systems for MTV Networks' family of domestic and International services, among them such popular brands as MTV, VH1, Nickelodeon, TV Land, and the EPIX Network.

BIS is adding play-out channels, HD-SDI routing, monitor & control systems, multi-viewer capabilities and virtual control room environments to Viacom's rapidly growing origination center in Hauppauge, NY. When completed, the project will support over 64 channels.

"It's great that our distribution services are in such high demand; the tough part is adding capacity without disrupting what's already working," said Mike McMackin, senior director, engineering & project management for Viacom/MTV Networks. "BIS has done an exceptional job of engineering, installing and moving our services to the new infrastructure."

"Complex projects with tight deadlines and budgets are a given these days," said Joseph Policastro, senior director of Broadcast Integration Services. "Working with knowledgeable professionals like those at the Hauppauge facility makes all the difference; we value Viacom's business and look forward to helping them overcome future technology challenges."

About Broadcast Integration Services:

BIS provides client-driven media technology services, ranging from content acquisition through transmission, production and presentation. The company's experienced industry professionals guide clients through the myriad decisions involved in modern facility builds and upgrades. Whether upgrading a boardroom, creating digital signage, or engineering an entire production facility from the ground-up, BIS views each project as a singular opportunity. For further information, please visit <http://www.bis-tv.com>

About Viacom/MTVN:

Viacom (NYSE: VIA, VIA.B), is one of the world's leading creators of entertainment content, with brands that engage and connect diverse audiences across television, online, mobile, games, virtual worlds and consumer products. The company's portfolio spans more than 150 television channels and 400 digital media properties worldwide, and includes [MTV](#), [VH1](#), [CMT](#), [Logo](#), [Nickelodeon](#), [Nick at Nite](#), [Nick Jr.](#), [TeenNick](#), [AddictingGames](#), [Shockwave](#), [Neopets](#), [COMEDY CENTRAL](#), [SPIKE](#), [TV Land](#), [Atom](#), and [GameTrailers](#).

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