

## **SIS LIVE BUYS DALES BROADCAST**

### **Leading outside broadcast and uplink supplier acquires business and assets of smaller Leicester company**

Langley, United Kingdom, 4th December 2009: SIS LIVE, Europe's largest outside broadcast (OB) facility and uplink supplier, has acquired the business and assets of Leicester-based outside broadcast company Dales Broadcast. Under the terms of the deal, SIS LIVE has bought Dales Broadcast's fleet of highly specified, mid-size OB trucks and other broadcast equipment. Dales Broadcast's managing director, Julian Boden, joins SIS LIVE to assist in integrating the business with SIS LIVE's existing OB operation.

David Meynell, Managing Director, SIS LIVE, says the acquisition will help SIS LIVE offer customers more options and open up a wider market for outside broadcasts. "The outside broadcast trucks we are acquiring from Dales Broadcast are among the best in the business aimed at the mid-range of the market. They immediately give us greater breath in what we can offer," Meynell says.

"SIS LIVE's existing fleet of trucks includes some of the largest and best equipped in the country serving the top end of the market, whereas the trucks we are acquiring from Dales Broadcast are more modest. They give us an in into different markets. Not every job requires one of our bigger trucks and we will be using Dales' vehicles to target the more affordable end of the market."

Dales Broadcast has been working for SIS LIVE's parent company, SIS, for a number of years providing coverage of horseracing from around the UK. This work will now be brought in-house.

Paul Griffiths, Operations Director, SIS LIVE, says: "With the acquisition of the BBC Outside Broadcast division in 2008, it makes sense to bring in-house all the horseracing OB business that Dales Broadcast has been providing for us. The acquisition also allows us to expand the services we can offer to mid-market applications such as smaller-scale broadcast jobs and corporate events."

SIS LIVE, which incorporates the former BBC Outside Broadcast division, has over 70 years experience of covering major sporting and other national occasions. It currently provides the facilities and personnel to cover everything from Formula One to Wimbledon to the London Marathon. SIS LIVE has also just won the prestigious contract to supply the production and coverage facilities for the 2010 Commonwealth Games in Delhi.



## PRESS RELEASE

### **About SIS**

SIS is one of the world's leading companies in the television broadcasting industry. It is the foremost supplier of television programming and data services to the UK and Ireland betting industry. The company's broadcast business, SIS LIVE, has the largest satellite uplink fleet in Europe and is the largest outside broadcast provider in the UK. It offers a complete broadcasting solution from onsite outside broadcast facilities through to global distribution and IP provision. The company covers 100,000 hours of live events worldwide each year, including Formula One, The Wimbledon Championships, UEFA Champions League football and European Tour Golf, and delivers approximately 80% of live news feeds across the UK.

Please visit [www.sislive.tv](http://www.sislive.tv) for more information.

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