

## JCA drives Intercontinental Le Mans Cup digitally to broadcasters

*JCA joins forces with Cotterill & Associates Ltd to take Silverstone around the world*



**London, 9th September 2011** – JCA, the digital specialist, today announces it is working with sports distribution specialists, Cotterill & Associates Ltd., to deliver the Intercontinental Le Mans Cup to broadcasters around the world.

JCA handles the worldwide physical and digital transmission deliverables for the ILMC series, which is made up of seven high profile motor races including Le Mans 24 Hours, France as well as the UK-based race at Silverstone (11 September 2011). Other venues in the series include Sebring (USA), Imola (Italy) and Zhuhai International Circuit (China). The digital specialist delivers the content digitally via its media window, getting race highlights to broadcasters quickly and cost effectively.

Simon Kay, MD at JCA, comments: “We are delighted to be involved with such a prestigious project as the Intercontinental Le Mans Cup. JCA has a long-standing relationship with Cotterill & Associates Ltd., and we are thrilled to be able to bring viewers around the world such exciting content digitally. Our media window is the perfect solution for distributors looking to transport content around the world, as it is quick, efficient and economical.”

Laura Cotterill, Managing Director at Cotterill & Associates Ltd., says: “Working with JCA to distribute the highly-regarded ILMC series digitally, has allowed us to get the content to broadcasters around the world faster and more cost effectively than traditional physical delivery. Even sceptical networks, who have historically wanted to receive tapes, have been prepared to



try this method and we are now successfully supplying programming to networks from Brazil to Macau and everywhere in between!”

For further information please contact Matt Bowman, Marcus Gage or Sarah Wallis on 020 8357 5400 or see [www.jca.tv](http://www.jca.tv) .