

## Shine International selects JCA for digital distribution



**March 2012** – JCA, the London-based digital specialist, today announces a partnership with Shine International, the sales and distribution arm of Shine Group. The deal will see JCA provide Shine International with services including tape duplication, encoding, digital delivery and quality control of both tape and file assets.

JCA will deliver services to Shine International through its online [Media Window](#) platform, enabling an end-to-end management system from initial order entry to final delivery tracking and even digital distribution of content.

Vicky Albon, Head of Operations at Shine International, comments: “Shine International is responsible for the distribution of more than 3,000 hours of broadcast content annually. With the recent relocation of Shine International headquarters to London, it was important for us to select a local partner we could trust to assist fully in managing the transition from LA to London. JCA’s experience and expertise made them a natural partner choice and we’re delighted to be utilising their Media Window platform.”

Matt Bowman, Commercial Director at JCA, adds: “Providing media companies with a first-class and reliable service is at the core of what JCA does and we look forward to supporting and facilitating Shine International in reaching its business objectives. Through the JCA Media Window, we can efficiently and effectively supply Shine International with services that will fully support its global reach.”



JCA's two-year deal with Shine International directly follows its successful alliance with LA-based SMV Complete Media. Launching its international partner program earlier this year, JCA is forming alliances worldwide in order to extend its services to global clients.

### **About JCA**

JCA is a digital services specialist offering both video and digital TV and film service packages to the media industry. Services include film restoration, video servicing and encoding / transcoding as well as an end-to-end digital asset management platform servicing file-based needs. Specialising in digital file formats, HD and SD tape formats, as well as digital delivery workflows and digital distribution, JCA works with clients such as BBC Worldwide, Channel 4, DRG, Fremantle Media, Classic Media, ITV, Film4, KidsCo and Shine International.

Established in 1989, JCA was acquired by TVP Group in 2004, of which it is a wholly-owned subsidiary.

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### **About Shine International**

Shine International is the sales and distribution arm of Shine Group and is responsible for the distribution of more than 3,000 hours of broadcast content annually. It focuses on exploiting worldwide intellectual property rights through scripted and non-scripted formats and tape and distributes programming from the growing library of programming of Shine Group along with a broad array of programming acquired from independent producers and U.S. networks, to date to more than 150 countries worldwide.

Shine International is a leader in handling global rights to television formats; including group formats The Biggest Loser (airing in 30 countries), The Family, One Born Every Minute, Clash of the Choirs and Masterchef, which through Shine International and Shine Network is now in production in over 30 territories and airing in 145.

**For more information, please contact us on:**

+44 (0)20 8357 5400

[info@jca.tv](mailto:info@jca.tv)