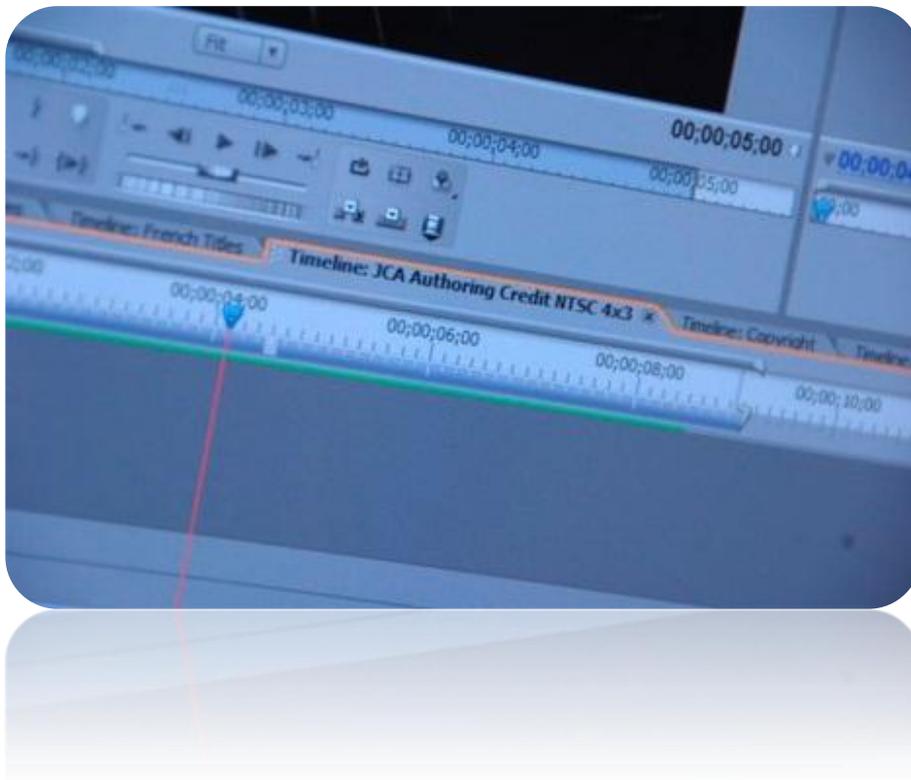




Overheard in conversation

## INCREASED DEMAND FOR DIGITAL DRIVES INVESTMENT AT JCA

*Digital specialist increases capacity with focus on distribution services*



**June 2012** – [JCA](#), the London-based digital distribution specialist, is today announcing an expansion plan to address the increase in demand for digital media services it is experiencing. The first phase of the staged expansion plan takes the form of a £600k+ investment.

The initial investment is across all service areas with the main aim of increasing capacity. The expansion of bandwidth provision, an increase in storage and extra transcoding farms for automated versioning and delivery will enable JCA to meet the increase in demand it is experiencing in the digital and distribution sectors. Despite the rise of digital workflows, JCA has also seen a considerable increase in demand for file to tape services and therefore additional capabilities have been developed in this area too.



The new kit, which will support the JCA team, includes HDCam SR Decks, additional standards conversion capacity via an Alchemist Platinum HD, XDCAM, further PF Clean licenses and Mac workstations. JCA has also expanded its quality control facilities and now offers HD/SD Harding ([Photosensitive epilepsy](#) check) in the file and tape domain.

To ensure service reflects the investment in technology, JCA has also expanded its technical and operational teams with 8 new recruits since the turn of the year.

The next stages in the expansion plan will see investment in additional shared storage along with establishing additional premises. JCA is also continuing to develop international strategic partnerships in order to provide a more global service offering to clients. In January, a deal was struck to provide digital media services to US clients via Los Angeles-based SMV Complete Media.

Simon Kay, managing director at JCA, comments: “The way content is distributed continues to evolve at a frantic pace. A rise in demand for our digital distribution services, which make the process simple and easy to manage, coupled with our organic growth meant a further investment into the technology our experts use was logical. By expanding our capacity we can continue to offer our clients the most advanced and efficient service possible. We are now looking forward to the next stages in our expansion to ensure growth is maintained.”