

COMPANY PROFILE



MEDIA & BROADCAST TECHNOLOGIES® (MBT) dynamic and innovative company

Founded in 2004, Media Broadcast Technologies® (MBT) is a French, fully independent, software editor specialised in the conception, the development and the integration of software solutions for the audio-visual and broadcast industry.

MBT, by the means of their products, is involved in all stages of planning and implementation of digital and broadcast strategies.

MBT's product range makes it possible to address all market players: premium, local and thematic channels, the corporate market and other institutional players.

Based on the latest technologies, MBT solutions are modular and allow optimal integration in evolving operation processes.

Relying on a multidisciplinary team that devotes all its know-how to assist their customers, MBT is now recognised both for its solutions as for its services.

The strengths of MBT

- **Technology**
Solutions based on the latest technology (data bus, bus connectors, SOA, webservices...)
- **Architecture**
Client/Server and N-tier solutions for a better implementation.
- **Ergonomic interface**
An intuitive user interface to get started quickly and effectively.
- **Adaptability**
MBT can propose "turnkey" solutions or custom projects.
- **Quality**
Proven solutions for and by Premium channels so all customers benefit from the latest improvements.
- **Modularity**
Modular solutions for a gradual development and implementation.
- **Flexibility**
Implementing customised workflows to be closer to the customer needs.
- **Reactivity and availability**
System maintenance and continuity of service: 365 days a year from 6AM to 10PM.
- **Assistance**
A multidisciplinary team for optimal assistance at all stages of a project.
- **Fast ROI**
Products for better productivity and a rapid return on investment.





The organisation

the MBT engineers assist their customers throughout the project

The company, based in France, is present on 2 sites: one near Paris in Magny-le-Hongre and the other in Saint-Jean in the Toulouse area.

The following departments are based at the company's administrative headquarters in the Paris region:

Sales department, consists of a sales team and a pre-sales team assisting customers in the reflection phase of their project.

Projects department has the responsibility for the progress of a project from the specifications to the Go Live/on Air phase.

Integration department assists the project managers and implements the MBT solutions at the customer.

Support department provides level 1 and 2 services, 7 days a week. It allows MBT to propose to its customers a genuine support throughout the year.

The site of Saint Jean in the Toulouse area is **the production and research & development center** of the company:

The Production department is responsible for the development of the MBT's products and assists the project and support services during the integration of the solutions.

R&D department is in charge of both new research environments, new objects and development techniques, but also of the integration of new components and systems that complete existing MBT applications or creates new systems of what could become a product.

The MBT teams are composed of highly experienced professionals in the Broadcast market and young graduates trained in our methods. The engineers, especially those who are in contact with the customers, have a strong knowledge of the business allowing them to understand perfectly all the customer's, often very specific, requests.

MBT's Locations

Head office near Paris



Production
R&D Centre
near Toulouse



On production level, the organisation of the development processes, implemented and fine-tuned for years, allows to edit reliable, robust and modular software developed in a short time despite often extended and complex specifications. The thus shortened production time generates both competitive prices and faster ROI for customers.



Structure, finance

An independent company

Turnover growth 2016 compared to 2015 ► +30%

Average operating profit growth over last 6 years ► +89%

The growth of Media Broadcast Technologies @ (MBT) has been constant since the creation of the company in 2004. Thanks to the export strategy started in 2013, the growth of the company this year (2016) is particularly important with an estimated turnover increase of 30% compared to 2015.

The company is able to generate positive results while maintaining a level of annual investment to sustain its growth, particularly in terms of employment and R & D.

The shareholding of MBT, totally independent, is in the hands of the top management. Despite demands of speculative investors, no funds were raised from external companies which provides complete control of the company and of its development strategy.

MEDIA & BROADCAST TECHNOLOGIES @ (MBT) is accompanied by OSEO in the financing of some of its projects.

Since 2011, MBT launched successfully a plan valuing its R&D approach through a **Research Tax Credit** procedure.



MEDIA & BROADCAST TECHNOLOGIES@ (MBT) aims to position itself gradually in all the international broadcast markets.

Development strategy

MBT's products suitable for international broadcast markets



The products are very suitable for international development since they are multi-lingual, flexible, innovative and they meet the needs of all segments of the market: production, post-production, publishing, playout and catch-up TV.

Since MBT is a strategic supplier of major audiovisual groups in France, French Public Television (France Télévisions), TF1, M6, Canal +, Next Radio TV, many DTT channels, MBT therefore has the needed experience and maturity for international development. This has already been proven by successful deployment of projects in Belgium, Switzerland, Russia and Lebanon. Moreover, MBT has built technology and business partnerships in the last years that will facilitate this process.

Regular participation in international trade shows is also a significant factor of the reputation of MEDIA & BROADCAST TECHNOLOGIES @ (MBT). MBT has participated in the following exhibitions in recent years around the world:

- NAB (North America)
- IBC (Europe)
- Nat Expo (Russia)
- CAB SAT (Middle East)

The company remains vigilant to continue to innovate and provide attractive solutions to the Broadcast industry. The objective is to provide the best service to its customers and build a lasting relationship, in a logic of controlled growth.





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Make your Data Flow



about MBT

MEDIA & BROADCAST TECHNOLOGIES®

Dynamic and innovative software editor for the audio-visual and broadcast industry supplying high-quality solutions for ingest, playout automation, digital media asset management, production (studio) automation, graphic management, and advanced news & sports logging.

MBT provides a high level of customer support with an availability of 365 days a year and is a certified training centre.

SOME REFERENCES

