

VIRTUE SIGN BARCELONA CITY COUNCIL

Barcelona City Council at the forefront of European public sector communications

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Unit.Net Streaming Spain, S.L. ("Unit.Net"), part of Virtue Broadcasting plc ("Virtue"), a leading European provider of webcasting solutions to corporates, today announces that it has signed an annual contract with the Barcelona City Council, to webcast its monthly plenary sessions. Under the deal the plenary sessions will be webcast live to citizens across the world – opening up the council's workings to a huge audience and encouraging participation in the democratic process.

The Barcelona City Council has selected Virtue, whose delivery platform enables it to create its own webcasts without the need for a third party production team. Using two standard videoconference cameras, the council's in-house technical team is able to create the webcasts which are then broadcast across the Internet.

Klaus Ackerstaff, CEO, Virtue Broadcasting, said: "By adopting webcasting to broadcast their plenary sessions Barcelona City Council are at the forefront of public sector communications. Webcasting is the perfect medium for one to many communications – by providing online, live or archived versions of the meetings, the city of Barcelona can ensure that all citizens, wherever they are, can gain access to their plenary sessions thus promoting open communication."

Joan Batlle, Internet Coordinator of Municipal Institute of Information Technologies (Barcelona City Council), said: "Virtue were the obvious choice of supplier for this project – their unique platform combined with their pan-European expertise mean that they are able to deliver an unparalleled level of service. Additionally, the ability to create our own webcasts, fitted in perfectly with our need to remain flexible in the timing and length of our broadcasts, while being cost-effective."

About Unit.Net

Unit.Net, the Continental European trading arm of Virtue Broadcasting plc, is a leading streaming media solutions provider enabling corporations to communicate both internally and externally, to support their business goals, cost-effectively. Unit.Net provides organizations with the technology infrastructure and software solutions, which empower them to create and deliver communications messages that complement their global communications strategies.

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