

## **GOSPEL MUSIC CHANNEL SELECTS XYTECH SYSTEMS SOFTWARE TO AUTOMATE ITS MEDIA OPERATIONS**

**Burbank, CA/London UK, June 19, 2007** - Xytech Systems Corporation, a leading provider of media business software and services for workflow management, resource scheduling, and media asset management, announced today that the Gospel Music Channel, a 24-hour all-genre gospel music channel based in Atlanta, Georgia, has acquired Xytech Systems' software to manage its workflow and operations.

The Gospel Music Channel offers a variety of programming, from music videos to long-form television, in a variety of gospel genres such as Southern gospel, contemporary, hi-hop, traditional, rock and metal. It offers the Faith & Fame, Front Row Live, and Southern Lunch series, in addition to specials such as Celebrate Freedom which is the largest contemporary music festival and the Super Bowl of Gospel, which is held each year at the location of the Super Bowl.

After investigating a variety of systems, the Gospel Music Channel chose Xytech Systems' software to manage its workflow and operations. Gospel Music Channel needed a comprehensive library system for managing all its media assets and metadata, including acquired materials, video clip agreements, long forms of air versions that are incorporated into shorter forms, host sheets, factoids, format sheets, and content from different shows. Xytech Systems MetaVault® library is an integral part of the Gospel Music Channel's ability to manage its content.

Dick Connell, Senior Manager of Programming Operations and Asset Management, states, "We chose Xytech for a variety of reasons: its' strong meta-data handling capabilities, the intuitive interface, flexibility, full functionality, and proven track record in the entertainment industry. We wanted a system that would grow as we grew, and which would allow us to manage our assets in the most beneficial manner."

Ron Peeters, Executive Vice President of Xytech Systems Corporation, adds, "We are pleased that the Gospel Music Channel has selected Xytech System's software to automate and manage their media assets – something of great importance to any broadcaster. Having the

capability to better manage all media in preparation for playout and repurposing allows them to fully leverage their entire asset library.”

**About Xytech Systems Corporation:**

Xytech Systems Corporation is a leading provider of media business software and services for workflow management, resource scheduling, and media asset management in the media and entertainment industries.

Customers include most film studios, many broadcasting companies, postproduction facilities, television networks, rental houses, cable networks, media content providers, and the media departments of numerous Fortune-1000 corporations. There are over 350 Xytech Systems software installations around the world supported by a global professional services team with extensive experience in studio, postproduction, and broadcasting.

Xytech Systems is headquartered in Burbank, California, and has regional offices in New York and London, UK. For more information about Xytech Systems, please visit

[www.xytechsystems.com](http://www.xytechsystems.com) or call +1-818-303-7800 USA / +44 (0)20-7903-5170 UK

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