



# BTC Audio Channels

The BTC Audio service began in January 2017 and is now being taken in around 700 betting shops in both the UK and Ireland. This service has been a tremendous success for the independent sector.

This service combines the TRP commentaries with commentaries from SIS for broadcast via the in-shop sound system. In addition to the audio provided by the two third party suppliers the BTC Studio add voice over content to the channels.

The BTC Audio channel is transmitted over the SIS satellite link and it is therefore necessary to subscribe to the SIS service to receive the BTC Audio channel. Further as the BTC Audio channel also incorporates TRP commentaries only shops which also subscribe to TRP can receive the BTC Audio channel.

## + Voice over content

The BTC Studio is tasked with adding audio information to the channel that will prompt customers into considering bets on events of interest. There will also be promotions carried on the audio channel, the BTC Audio Booth will co-ordinate with price providers and screen management studios to ensure that subscribers are aware of all intended content.

## + The Audio Booth



## + Shops not subscribing to SIS

The BTC are presently investigating the provision of an audio service for shops that do not subscribe to SIS. This service would be based around the TRP service together with sports content from 'off-air' channels and proprietary content sourced by BTC.

## + Customer Enquiries

If you are not presently a subscriber and are interested in the service please email [sales@btc.uk.com](mailto:sales@btc.uk.com)

Regards

**Yours in Sport**

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