

## **INTERNATIONAL DATACASTING PROVIDES NEW TECHNOLOGY TO EXPAND SOUTHERN CROSS AUSTEREO RADIO NETWORK SATELLITE DISTRIBUTION**

### **PRESS RELEASE**

#### **For Immediate Release**

Ottawa, ON – (April 27, 2021): International Datacasting Corporation (IDC)—a Novra Group company—announced that it has provided next-generation MAP Pro Audio satellite receivers and a NetManager network management subsystem to Southern Cross Austereo (SCA) for live content delivery to SCA affiliates in markets across Australia. Working with local partner Lumina Broadcast Systems Australia, IDC delivered MAP Pro Audio receivers that have been integrated into the SCA system in order to increase its broadcast reach and expand business opportunities.

MAP Pro Audio is the first in the new generation of the modular architecture platform (MAP) products for radio, video, and data distribution via satellite and/or internet. It is designed to be both backward and forward compatible and easy to expand and upgrade with modular features as technology evolves. NetManager provides in-band management and control enabling easy remote configuration control and over-the-air updates.

MAP receivers feature flexible onboard storage for targeted content insertion (regionalized ads, station IDs, programming) and support output of audio via Livewire as well as professional analog and digital audio interfaces. MAP comes preloaded with the client for IDC's MISTiQ cloud-based internet distribution solution enabling satellite broadcasters to implement professional broadcast quality connectivity through the internet to provide backup to their satellite links or reach new affiliates using internet delivery.

SCA Lead Systems Engineer, Phil Elzerman, commented "Our existing platform that service SCA's own sites are excellent, but has some limits—it provided good functionality but comes at a significant cost and is dependent on WAN connectivity for control. We went with IDC for our expansion because the MAP solution utilizes 'in-band' control, and also because we appreciate their willingness to meet the challenge of building a platform that would integrate seamlessly into our existing infrastructure.

"The service we received was excellent, great communication from both parties and extremely quick turnaround on testing feedback."

Novra Group President and CEO Harris Liontas commented, "We are delighted that the new MAP Pro Audio receivers and NetManager were selected for this important strategic network expansion. We designed the modular architecture platform of the MAP specifically to make sure it would be extremely flexible and adaptable to the changing requirements of broadcasters. We appreciate the support of our excellent partner Lumina and the opportunity to work with a sophisticated customer such as SCA."

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**About Southern Cross Austereo:** Southern Cross Austereo (SCA) is one of Australia's leading media companies reaching more than 95% of the Australian population through its radio, television, and digital assets. Under the Triple M and Hit network brands, SCA owns 99 stations across FM, AM and DAB+ radio. SCA provides national sales

representation for 34 regional radio stations. SCA broadcasts 92 free to air TV signals across regional Australia, reaching 4.4 million people a week, with Nine Network programming and advertising representation across Australia's East Coast, Seven Network programming in Tasmania and Darwin, and Seven, Nine and Ten programming in Spencer Gulf. SCA operates Australia's leading premium podcasting network—PodcastOne Australia—and provides Australian sales representation for global open audio platform SoundCloud. SCA's premium brands are supported by social media, live events, video, online and mobile assets that deliver national and local entertainment and news content.

**About Lumina Broadcast Systems Australia:** Australian owned reseller and distributor of International Datacasting Corporation products and services. Lumina represent partners who manufacture and supply digital transmission solutions for Television, Radio, Multimedia and Satellite in Australia and NZ. Working closely with partners and clients, they provide the best products and services for highly reliable delivery of applications and services. For more information visit: [www.luminabsa.com](http://www.luminabsa.com)

**About International Datacasting:** Part of the Novra Group (Novra, TSX-V: NVI) International Datacasting Corporation (IDC) is a longtime global provider of products, systems and services for the distribution of multimedia broadband content. The Novra Group of companies includes Novra Technologies, International Datacasting Corporation, and Wegener Communications. The companies in the group are known for a strong focus on applications including: broadcast video and radio, digital cinema, digital signage, and highly reliable data communications. For more information visit: [datacast.com](http://datacast.com).

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**CONTACT:**

Diana Cantu, VP Marketing & Sales  
+1-613-596-4120 x2202 [dcantu@datacast.com](mailto:dcantu@datacast.com)