

# Raider Tech Begins IPTV Operations



RaiderTech, the e-commerce and internet arm of Capital Maharaja group's recently entered into a strategic partnership with the Tokyo based New Media Group (NMG)

This will allow for MTV to deliver its locally produced programs in Sinhala, Tamil and English via broadband, to the Sri Lankan diaspora in Korea and Japan.

Mano Wickramanayake Maharaja Group Director said "We were impressed by the quality of the solution and their superior level of service and therefore decided to select the NMG integrated solution for the full scale commercial launch."

The Tokyo based New Media Group was chosen for their ability to transmit TV across the internet via internet Protocol Television.

The e-Commerce and internet arm of the Capital Maharaja Organisation, RaiderTech has notched up several lucrative IPTV deals with leading global telcos including France Telecom, to provide Sri Lankan television content across regions such as North America and Europe. The advent into IPTV has meant an aggressive upgrade to the TV companies' broadcast facilities and the deployment

of a complex mechanism to transmit TV software across the internet in order to enable the pure-play feature.

IPTV is a system where a digital television service is delivered using the internet Protocol (IP) over a network delivered by a broadband connection.