

# BT Business Connects CAN Media With Schools And Surgeries Across The UK



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BT Business and CAN Media have announced a new deal which means two million viewers in schools and GP surgeries across the UK will have access to a private TV information service. The three-year, £20 million+ contract will see BT take over the delivery, installation and operational management for the Life Channel Service from CAN Media.

The Life Channel Service, the UK's largest private television network with over seven million viewers, is used by local government agencies to showcase and promote health and educational initiatives to the local community. Research\* has shown the channel is more than twice as effective as posters and up to three times more than leaflets in communicating health and well-being messages.

Life Channel campaigns help schools improve their Ofsted ratings, and the NHS in achieving the national priorities set out by the Department of Health and measured by the Care Quality Commission. Independent research\*\* has shown that 1 in 2 primary school and 1 in 3 secondary school pupils positively modify their behaviour as a result.

Working with partner Croft Technology plc, [BT Business](#) will take over the operational management of the existing Life Channel network. It will also install and manage the service in 5,000 schools and 4,000 GP surgeries, provide broadband, PCs and up to four large panel TV screens at each site.

Mike Darcy, chief operations officer, CAN Media, said: "We needed a supplier that would not only support our hardware, software and helpdesk requirements today but could also support us as we develop the service in the future. BT offered us a wealth of technical experience and expertise at a competitive price."

Humphrey Penney, director custom solutions, BT Business said: "Communicating important information to local communities in this innovative way needs high bandwidth. As the market leader in digital out-of-home television, CAN Media were looking for a reliable supplier when taking the decision to outsource the delivery and management of their Life Channel Service."

The three-year contract will see BT begin installation in March 2010.

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Notes to editors:

\* CAN Media research, 2009 of 200 exit interviews from two surgeries in 2009

\*\* ROI research, 2009 of 700 interviews across 20 schools

### **About**

### **BT**

BT is one of the world's leading providers of communications solutions and services operating in 170 countries. Its principal activities include the provision of networked IT services globally; local, national and international telecommunications services to our customers for use at home, at work and on the move; [broadband](#) and internet products and services and converged fixed/mobile products and services. BT consists principally of four lines of business: BT Global Services, Openreach, BT Retail and BT Wholesale. In the year ended 31 March 2009, BT Group's revenue was £21,390 million.

British Telecommunications plc (BT) is a wholly-owned subsidiary of BT Group plc and encompasses virtually all businesses and assets of the BT Group. BT Group plc is listed on stock exchanges in London and New York.

### **About**

### **Croft**

### **Technology**

### **(TSG)**

Following the acquisition of Croft Technology plc by Technology Services Group (TSG) on 29 January 2010, the business is now owned by TSG and has been rebranded TSG Enterprise Solutions.

**About****CAN****Media**

The Life Channel is wholly owned and operated by CAN Media, a specialist in media management and organisational development company based in Preston, Lancashire.

Inquiries about this news release should be made to the BT Group Newsroom on its 24-hour number: 020 7356 5369. From outside the UK dial + 44 20 7356 5369

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