



## NEWS RELEASE

### **New General Manager for eTITLE**

*Ex-TMR director spearheads VTR Group's subtitling operation*

**January 2005:** eTITLE, part of the VTR Group, has bolstered its management team with new General Manager, David Clarke.

David brings around twelve years' experience to the eTITLE team. Having worked within the VTR Group since 1998, he most recently held the position of Director of Client Services at TMR where he oversaw the sales and marketing teams and had responsibility for the front of house function. Previous roles include Facilities Director and Head of Bookings.

Prior to joining the VTR Group David worked at various production and post-production companies in Soho, across a range of markets such as music documentaries and kids' TV.

David's role at eTITLE involves driving operational and client sides of the business to increase efficiency and grow the company.

"This is a wonderful opportunity which I'm very excited about," said David. "eTITLE is a fantastic product utilising cutting-edge technology and we've seen an extremely positive response during this development period, with some high-profile customers signing up for trials."

"David's appointment is a significant one for the Group, particularly in the run up to eTITLE's commercial launch in 2006," said Neil Lane, Operations Director, VTR Group. "eTITLE is high on the Group's agenda going forward and we see huge opportunities in providing this solution to the world's broadcasters, media owners and subtitling companies."

**For further information, images or to arrange interviews please contact:**

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#### **About eTITLE**

eTITLE, part of the VTR Group was launched in 2003 and initially funded by a EUR 1.35 million eContent grant. Using the latest linguistic technology, eTITLE increases productivity by speeding up the subtitling process. The product also allows users to translate subtitles into different languages.

eTITLE is completely web-based, allowing you to work from anywhere at any time. The service is fast, secure and easy to use. Using the latest developments in advanced linguistic processing, eTITLE works alongside the subtitler and increases efficiencies by automating many of the more repetitive, time-consuming tasks.

For more information please visit: [www.etable.co.uk](http://www.etable.co.uk)

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