



GLOBECAST MIPTV 2015 PREVIEW

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About Globecast:

Globecast is a leading-edge content contribution, preparation and distribution company. It brings together bespoke content management and monetisation solutions and the most extensive connectivity mix, ensuring that broadcasters and media companies can maximise the value of their content.

In addition to the most complete mix of coverage solutions using satellite capacity, global fibre backbone and CDN networks, the company's content preparation expertise ensure its clients' content is correctly packaged and formatted for delivery, regardless of platform and location. Globecast provides an efficient and modular one-stop "shop" offering, allowing content

providers of all shapes and sizes to benefit from economies of scale as well as pay as you "go" or "grow" models.

With a global presence and highly skilled multicultural teams, Globecast offers content providers consulting services and simple, flexible solutions to expand and grow audiences in new territories. The company operates from facilities in Europe, the Americas, the Middle East, Asia, Africa and Australia, and is trusted by the world's leading content providers.

Focus for MIPTV 2015:

Content acquisition, aggregation and distribution: The demand for premium content from around the world is increasing with consumers wanting to access an ever wider range of material. Globecast's content management expertise, combined with strong relationships makes it perfectly placed to help secure this content and deliver it via a range of platforms to new markets. Globecast works closely with broadcasters to match international channels with international audiences in order to deliver new and compelling content packages.

A recent deal with Virgin Media in the UK is a prime example of this type of offering. Virgin Media wanted to expand its international channel line-up and Globecast is now supplying a package of seven international channels for the pay-TV provider's new Worldbox service.