



Arabsat TV Everywhere launched with Globecast

Global operator to stream many of GAB Channels live to multiple platforms

Paris, 28 April 2015 —Globecast, global content contribution, management and distribution provider, and Arabsat have today announced the launch of Arabsat TV Everywhere, a new multi-platform OTT TV service with live streams of the best Arabic channels.

Powered by Globecast's OTT Live solution, Arabsat TV Everywhere is an expansion of the already popular Global Arabic Bouquet (GAB), a grouping of premium Arabic channels from the Arab States Broadcasting Union (ASBU). The new service, which is available to watch for free from almost anywhere in the world on PC as well as iOS and Android smartphones and tablets, will enable more people to enjoy the great content the GAB has to offer at home and on the move.

Globecast, which has been ARABSAT and ASBU's partner for the worldwide distribution of the GAB since 2004, designed and developed the complete TV everywhere service. The end to end solution which includes content preparation; content management; application design and development; delivery and a player, will enable Arabsat to deliver a seamless experience across all devices.

Giorgio Giacomini, Managing Director Globecast Middle East said, "This is a very exciting development in our relationship with Arabsat and the ASBU. Arabsat's decision to make many channels of the GAB available on smartphones and tablets reflects the growing desire of audiences around the world to consume content when and where they want. Because of this we have carefully designed our solutions to provide both technical and business acumen allowing our customers to easily expand with

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innovative new OTT services while concentrating on what they do best: create and develop world class content.”

Khalid Balkheyour, ARABSAT President and CEO, added, “The world of OTT service delivery is one that’s growing rapidly. You only have to look at the growth in the sale of connected devices to see why. Globecast has always provided us with excellent distribution services and we are very pleased to announce the extension of our partnership.”

Since the launch of their partnership, Globecast, ARABSAT and ASBU have expanded the Global Arabic Bouquet’s potential viewership and footprint, offering a single global coverage to ASBU members. Arabic language channels are now able to join the bouquet and reach viewers on all five continents free to air. It reflects Arabsat’s commitment to help Arabic viewers stay connected with their roots and culture from anywhere in the world.

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About Globecast

‘Globecast opens up global opportunities in broadcasting by making content distribution and management simple. Part of the Orange group, Globecast delivers tailored content management and delivery solutions to meet the needs of markets all over the world. For channels, Globecast provides media management and playout solutions as well as global content delivery via fibre, satellite, and IP. Through its fleet of SNG vehicles and production partners, the company also provides coverage of news, sports, and special events around the globe. Globecast has capacity on all the world’s major broadcast satellites, a three-continent proprietary fibre network and state-of-the-art facilities in the world’s biggest media hubs. Finally, Globecast has a content aggregation and distribution team that helps secure distribution on leading Pay TV platforms. Present in Europe, the Americas, the Middle East, Asia, Africa and Australia, Globecast offers simplicity, flexibility, and knowledge to the world’s leading broadcasters.’

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