



## Globecast Launches Premier Sports HD on Sky Platform

Paris, 17 June 2015 — [Globecast](#), the global solutions provider for media, today announced that it has been chosen as the content delivery service provider for Premier Sports HD, the new HD channel from Setanta Sports' UK operation Premier Sports. The channel will launch on the Sky platform on 20 July.

Globecast has a longstanding relationship with the broadcaster and already provides uplink and satellite capacity for existing SD channels Premier Sports and Setanta Sports Ireland, also available via the Sky platform. The channel will be added to Globecast's extensive HD portfolio, with the company providing the uplink and satellite capacity on Astra 2G for the new Premier Sports HD offering. The contract win follows from the renewal of the capacity contracts for the broadcaster's Sky SD channels

Mickey O'Rourke, CEO Premier Sports said, "We've had a longstanding relationship stretching over 20 years with Globecast, and they already handle our two SD channels. Globecast was already familiar with our business and asking them to help us launch our HD channel was just a logical step in our relationship. HD is something that there's a real demand for from sports fans; the expectation is that watching a game on TV is as close to being there as possible. That's what we're trying to deliver with the addition of Premier Sports HD."

Juliet Bayliss, Sales Director – Content Distribution at Globecast added, "We've been working with Premier Sports/Setanta for many years now, so we're delighted that they have chosen us to help launch the new HD channel. There's a real demand for HD channels and we're seeing a growing uptake amongst our client base and we've provided uplinking and capacity for several HD channels in the recent months."

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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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