



Globecast Provides VoD Service For British Muslim TV

Paris, 30 June 2015 — [British Muslim TV](#) has partnered with [Globecast](#), the global solutions provider for media, to launch a new VoD service as part of its TV Everywhere offering. This extends the existing relationship with the broadcaster to now deliver a service covering satellite capacity, VoD and content monetization. This includes live and on-demand content streaming, content and subscriber management and payment options.

Globecast has worked with British Muslim TV since June 2014, when it was chosen to help the channel launch on the Sky platform and deliver an OTT service. British Muslim TV used to operate on a donation-only basis, but now using Globecast tools is able to better monetise its content via VoD using a simple payment tool.

Globecast has enabled British Muslim TV to create a monthly subscription VoD and OTT offering with unlimited access to British Muslim TV content. This can be accessed via multiple devices. Content is received once, processed by Globecast and packaged for VoD and delivered for OTT access as needed. British Muslim TV can analyze viewer habits, then update its catalogue accordingly, increasing satisfaction with, and usage of, the service.

Wasim Akhtar, Director of Marketing Communications at British MuslimTV, said, "With the addition of our new VoD service, Globecast has helped us to monetise our existing content more effectively and allowed us to respond better to our viewers' needs, thereby growing our subscriber base more efficiently. They provided an intuitive solution, that allows us to deliver greater visibility of our content for a longer period of time; not only are we offering our audience more ways to access content, but we can also gain

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additional revenue from existing assets that can then be used to deliver a more unique offering to our viewers.”

Pete Elvidge, Head of Media Management at Globecast, said, “Our work with British Muslim TV is a perfect illustration of how Globecast provides a complete end-to-end media services and OTT solutions offering for broadcasters. Content only has to be given to us once, and we can then deliver it to any platform, in any location and this can be done in a way that scales to suit the customer’s needs.”

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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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