



## **Globecast extends Channel One Russia's reach across Europe and Asia**

**Moscow, 19th January 2016** — [Globecast](#), the global solutions provider for media, has been chosen by Russian broadcaster Channel One to help them reach the European market (via HotBird) and Asia (via AsiaSat 5), extending its reach to new audiences. Globecast is providing dual illumination on HotBird with an MPEG-4 channel in addition to the existing MPEG-2 service it provides for the broadcaster.

The leading Russian language channel carries a mix of news, documentaries, feature film productions, as well as entertainment content. Channel One's existing content stream is being re-broadcast to audiences in these new territories, benefiting from Globecast's global presence and network capacity.

The live signal from Channel One is received at Globecast's Moscow PoP and delivered to London. From there it's uplinked to HotBird for onward European transmission. For Asian audiences, the signal is forwarded to Hong Kong for uplinking to AsiaSat 5.

The addition of an MPEG-4 channel – and the current dual illumination - means that Channel One can smoothly migrate from its existing MPEG-2 SD channel as and when required.

Biliana Pumpalovic, General Director at Globecast Moskva in Russia, said, "We're delighted to be helping Channel One make this important step in

increasing its reach by delivering its content to a new audience. This partnership is also a good illustration of how Globecast can ensure customers meet both their current and future business objectives in a cost effective way, with no disruption to their service; the dual MPEG-2 and MPEG-4 illumination means that Channel One can make the transition seamlessly, as needed."

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#### **About Globecast**

Globecast increases broadcaster's profitability by providing highly efficient media management, distribution, monetisation and contribution solutions. We enable our customers to reach any audience on any platform globally, including OTT, satellite and cable, while only delivering content to Globecast once. Globecast provides a seamless global service with expertise and operational facilities on the ground in London, Paris, Singapore, Los Angeles, Rome, and Johannesburg, with Media Centers – featuring full media management and playout services - in London, Singapore and Los Angeles. Our global approach allows customers to contract once for a turnkey end to end global solution tailored to support their business objectives. [www.globecast.com](http://www.globecast.com)

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