



## **Globecast Moskva announces new Russian customers Bestseller Channel and Soyuz TV and celebrates 10 years at CSTB**

**CSTB, Moscow, 25th January 2016** — [Globecast](#), the global solutions provider for media, has been chosen by Russian broadcaster Bestseller Channel, distributed by Signal Media International, to extend its reach to the European market via HotBird,. Globecast has also been selected by Soyuz TV, which celebrates the Russian Orthodox Church, to provide distribution services via HotBird.

Working with Globecast brings Bestseller Channel's high-quality original drama, long-running bestselling series and award-winning made-for-TV movies to the Russian diaspora across the region. Signal Media International's portfolio consists of 14 Russian language TV channels distributed across CIS, four in Europe and three worldwide. Bestseller is one of the most loved and is highly popular. Globecast is initially redistributing the Russian SD version of the channel via Ku-band for DTH reception using its new Moscow PoP to handle the uplinking.

Soyuz TV, a channel that celebrates and explores the values of the Russian Orthodox Church, is also now being distributed by Globecast Moskva. It's being uplinked from Globecast's Paris headquarters after the signal has been received by fibre from Moscow. The channel was looking to improve the quality of its signal and reception for its viewers across Europe and hence selected Globecast.

Biliana Pumpalovic, General Director at Globecast Moskva in Russia, said, "We are delighted to have signed new customers Bestseller Channel and Soyuz TV and that they recognise our unrivalled ability to provide a high-quality service that helps them reach new viewers, expanding their customer base. This is another example of how successfully we have grown Globecast's business in Russia since 2006. We provide cross-media reach, both into and out of the country, as well as tailored content management and delivery services, including localisation, with access to Globecast's worldwide network. We can get customers' content to anywhere they want, in whatever format is suitable for a given market."

CSTB 2016 sees Globecast in Russia celebrate ten years of successful operation and significant growth in the country, including the establishment of a PoP in Moscow.

Pumpalovic added, "We started small in Russia but the last decade has seen us expand in terms of personnel, local technical capabilities and of course the global reach that Globecast provides. We are leading the charge into providing services – media management, for example – that allow our customers to create precisely the content and channel offering for their specific audience in an efficient way. With our unrivalled connectivity and market knowledge, we are looking forwards to the next 10 years."

Globecast is exhibiting in Hall 3, Booth 3-302 at CSTB, 26<sup>th</sup>-28<sup>th</sup> January.

# # #

**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)

**Press contact:**

---

**Bazeli Mbo**

bazeli.mbo@globecast.com

Tel: +33 1 5595 2604