

## **France Télévisions and Globecast sign new five-year deal to bring iconic cycling including “Le Tour” to screens**

**Paris, France, 30<sup>th</sup> June** – Leading French broadcasting group France Télévisions and the global media solutions provider Globecast have signed a five-year deal to renew their partnership to bring iconic cycling events, including the Tour de France, to screens. This year’s Tour starts on Saturday, July 2<sup>nd</sup>.

Renowned cycling coverage provider France Télévisions has partnered with Globecast for the latter to supply comprehensive transmission services. This multi-year deal will see them provide innovative coverage of the Tour de France, the Criterium Dauphiné Libéré, Paris Roubaix, Paris Tours and Paris Nice until 2020.

Since its beginning, Globecast has been providing services for cycle races - such as the Tour de France – supplying overarching transmission solutions that bring together logistical, technical and human resources.

From the race start to the finishing line, Globecast France has the expertise to facilitate this dynamic coverage. It brings signals from along the course using satellite and cellular to France Télévisions, allowing it to create its celebrated final output.

The renewal of this partnership reinforces the historic relationship between the two companies and allows them to continue to share their visions, particularly surrounding technological developments, both short and long term.

Anne Souché, Head of Transmission Department of France Télévisions, said, “Covering cycle racing has always been one of the greatest technical challenges for live television. Our content from the Tour de France in particular is well recognised by broadcasters worldwide as a model of its kind. Cooperation between France Télévisions and Globecast has existed since the beginning of live transmissions of these races. The experience we have gained together has been a major factor in

enabling us to overcome technical challenges and to succeed with them (digital transition, HD...). Partnering again until 2020 allows us to anticipate and move forward with further technological improvements and innovations."

Michele Gosetti, Director of the Contribution and Media Services at Globecast, said, "Our experience and commitment are essential on such projects. France Télévisions' renewed trust in us motivates us even more to rise to the technical and logistical challenges inherent in live broadcasting major cycling races. This long-term commitment allows us to evolve our technical relationship, helping France Télévisions in its desire to constantly improve and enrich the viewer experience. "

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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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