



Relaunched ERT selects Globecast for pan-European TV and radio distribution

Paris, France — 18th July 2016 — [Globecast](#) has announced that state-owned Greek national broadcaster ERT – The Hellenic Broadcasting Corporation – has selected the global media solution provider to deliver ERT World and five radio channels to the Greek diaspora across Europe.

Globecast is providing fibre connectivity for the content to its Paris headquarters where the signals are then uplinked to HotBird capacity. Biliana Pumpalovic, General Director of Globecast Moscow, said, "ERT was previously carried on HotBird satellite capacity but because of the country's well-documented problems, it ceased to exist in 2013 and was replaced by NERIT. In 2015 the Greek parliament approved the re-opening of ERT. We launched these new services over Europe in April this year."

For ERT it's essential that legacy equipment is able to receive these services so the signal is DVB-S, MPEG-2. ERT World's content mix includes news, discussion programmes, drama, documentaries and entertainment formats.

Pumpalovic said, "It's vital for these services to reach the Greek diaspora, hence the need to be compatible with legacy equipment. The customer also specified reliable, fully secured contribution from their premises to the teleport, which of course we are using our unrivalled global connectivity to provide."

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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, Paris 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.

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