



## **Globecast expands its international content portfolio with the addition of 40 new channels in the Americas**

*Globecast now has the largest selection of international content for distribution in the United States, Latin American and the Caribbean region*

**Los Angeles, February 5<sup>th</sup>, 2018** — Globecast, the global solutions provider for media, added 40 new foreign language channels in 2017, enlarging its international content catalog to more than 100 channels – all available to pay-TV operators looking to bolster their lineups with premium international content.

The new additions include Portuguese-language channels RTP 3 and RTP Azores, top Arabic news channels Alaraby Television and Sky News Arabia, African films and culture channels Nollymax and Dixá, the leading Vietnamese movie channel, Omai TV, as well as TV Toro, which is a Filipino action and combats sports channel.

Globecast's content portfolio caters to 15 foreign language communities, targeting highly diverse audiences with quality, general entertainment, films, sports, news and other targeted content. Prominent distribution partners include Verizon FiOS, Frontier Communications and Cox Hospitality.

This growth positions Globecast as the premiere source for rights-cleared, international content for distribution - underscoring its commitment in providing content to any pay-TV provider in the Americas and delivering it

flawlessly to any location in any format. Globecast now has the largest selection of African, Arabic, Portuguese and Vietnamese channels available for distribution.

Khalid Abu Nuwar, Business Development Manager at Alaraby Television commented, "We partnered with Globecast because of its comprehensive suite of services. Globecast helps promote our content, access new avenues for distribution and even helps with signal delivery and marketing. By enlisting Globecast's expertise, we've been able to gain exposure to new opportunities and tap into new markets that were previously unreachable to us."

Globecast is seeking to partner with additional channels and content owners looking for a comprehensive solution that will enable them to expand their reach into new markets and territories, as well as pay-TV platforms in need of new content to strengthen existing lineups, improve ARPU and serve new audiences.

Eddie Ferraro, Managing Director of Globecast Americas, said, "Our vision has always been to position Globecast as the leading source for international content for operators in the Americas. Expanding our content portfolio has helped us fulfill that vision, but we're not stopping there. We are continuously working to grow our portfolio and forge new distribution deals with pay TV platforms around the world. One way of doing that is by looking at new content and different genres locally and globally. We're taking a global and entrepreneurial approach to the Content Acquisition, Aggregation, and Distribution (CAAD) business line that is already showing great success."

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## **About Globecast**

Globecast helps customers to manage content and to deliver it wherever, however and whenever required. The company provides agile and seamless content acquisition, management and distribution services globally, constantly innovating and investing in new technologies to create customer-centric new services. Globecast has created the number one global hybrid fiber and satellite network for video contribution and distribution. It delivers any type of video service including: TV Everywhere OTT, satellite, cable, video-on-demand and CDN delivery using cloud-enabled media solutions. It supplies Content Acquisition, Aggregation and Distribution (CAAD) services to over 110 networks.

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