

earthtv signs new deal with South African Broadcasting Corporation

SABC has agreed a deal with earth television network – part of the Telcast Media Group headquartered in Munich - to launch live earthTV programmes every day plugging SABC into earth television network's worldwide media community.

From June 1, SABC-2 will show earthtv's The **WORLD LIVE** four times daily, with each 90-second short offering seven live glimpses of different places on Earth from earthtv's worldwide network of 80 cameras. The deal was brokered by earthtv's agent in the region Richard Wood of African Eye.

The shows, often used by networks as lead-ins to news bulletins, offer a global snapshot of daily life, weather information and event details from all over the planet including Antalya, Venice, Sydney, Manila, Munich, London, Paris and New York

earthTV has been secured by broadcasters and multimedia platforms around the world, including NHK in Japan, France 2, ProSiebenSat.1 Group in Germany, Sky TV in the UK, NDTV in India and CCTV in China.

Telcast president and CEO **Thomas Hohenacker** said that since earthTV content airs in primetime on major terrestrial channels in each market, *"it is probably the most widely distributed TV content in the world and has a daily reach of over 2.2 billion people in 60 countries. We are delighted to be working with South African Broadcasting Corporation in this way"*

Ends

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