



## ***earthTV signs new deal with South African Broadcasting Corporation***

**SABC2** has agreed a deal with earth television network – part of the **Telcast Media Group** headquartered in Munich, Germany - to launch live **earthTV** programmes every day plugging **SABC** into **earth television network's** worldwide media community, and in a new departure for the genre to localise the format.

From September 1<sup>st</sup>, **SABC2** 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 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, NDTV in India and CCTV in China.

**SABC2** has also commissioned from September 1<sup>st</sup> a bespoke local version of the format called **South Africa LIVE**, which will follow the same format and frequency as The World Live but be based on feeds from new **earthTV** cameras installed in Cape Town, Durban, Johannesburg and Londolozi in the Sabi Sands Game Reserve. Further earthTV camera installations are planned.

“As the Channel for the Nation we are very pleased to be able to offer our viewers a daily ‘slice of life’ from across the country and the world. South Africans should also be proud that live images from South Africa will be beamed every day around the planet within the **earthTV** packages”, says **Ed Worster – SABC 2** programme manager.

**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 **SABC2** in this way. Their enthusiasm is allowing us to develop a dynamic new template for **earthTV** and I am confident that this will be the first of many country and regional versions of **earthTV** in the future.'

The deal was brokered by **earthTV's** agent in the region Richard Wood of **African Eye Television Network**.

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