

Bit Market Services

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Oggetto : Nautical Channel launches in Dubai

Testo del comunicato

Vedi allegato.



NAUTICAL CHANNEL LAUNCHES IN DUBAI

From the 1st of October Nautical Channel will be broadcasted on the DU platform, becoming the first Italian operator on Pay.TV in United Arab Emirates and Oman.

Milan, 9th September 2015 – Giglio Group, Network television and global multimedia, announces that from the 1st of October the private international channel, called Nautical Channel, will officially debut in Dubai and all the Middle East. The unique channel, dedicated exclusively to the nautical and aquatic activities, will be visible to the subscribers of the DU platform, IPTV operators all over the United Arab Emirates and Oman.

The Group becomes the first Italian television on the Pay.Tv market in Arab Emirates. This contract represents a major milestone that has been reached much sooner than expected.

The contract signed between Nautical Channel and Sawa Media, states that the responsibility of the Channel is to distribute the television content within the Arab Emirates and Oman, throughout the period of three years, starting from the date of signing of the contract.

Nautical Channel is fully owned by Giglio Group, broadcasted 24/7 in 6 languages in 43 Countries and 5 continents. Launched in 2011, Nautical Channel is now present on over 100 television platforms worldwide, of which 80 are Pay TV platforms. The channel has more than 20 million subscribers and produces over 300 hours of new content per year.

Alessandro Giglio, President and Founder of Giglio Group, said: "After Australia in April, just a few months later - and very ahead of schedule - Nautical Channel has arrived in the United Arab Emirates. This is a very strategic market, and also one that is quite receptive to the nautical world. Our strong point is our vast international distribution, which we will continue to amplify by utilizing the most innovate new technology with the goal of delivering the most personalized viewing experience to our subscribers".

Nautical Channel will be the only channel dedicated to the nautical world and water sports in the Middle East, offering exclusive access to over 100 international sporting events in 2015-16, including the America's Cup, the Vendée Globe, and the recently concluded Volvo Ocean Race.

Information on Giglio Group:

Giglio Group is a multimedia television network founded in 2003 with headquarters in Rome, Italy. It is composed of the following three companies:

Giglio Group, SpA, Giglio Group is the parent company with two channels on Italian DTV: Acqua and Play.me. It also provides technological services to the other subsidiaries of the Group as well as third parties.

Nautical Channel Ltd is the only international channel, broadcasted in 43 countries, 5 continents and 6 languages. It is dedicated to the nautical world and water sports. On April 1st, 2015, Nautical Channel was launched in HD in all of Europe and Russia. Since November 2014, it is completely controlled by Giglio Group.

Giglio Group HK Ltd, a start up launched in July 2014, manages the Group's business in China. It is the one and only Italian television group present on all the major Chinese TV and Internet providers. It is dedicated to Italian lifestyle contents.

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