



WorldTV Launches in Europe Bringing Quality South Asian Channels to Homes Across the Continent!

FOR IMMEDIATE RELEASE - London, 21 May 2007 - At 3pm (CET) today, WorldTV began delivering an exciting and unique South Asian channel bouquet to viewers across continental Europe (excluding the UK and The Republic of Ireland). This bouquet consists of seven premium quality pay television channels:

- Sony Entertainment Television Asia
- Star Plus
- Star One
- Sahara One
- Max
- Star Gold
- FILMY

At only 299 Euros per annum, the package offers extraordinary value for a wide variety of top quality entertainment channels.

WorldTV, a subsidiary of content management and delivery company, GlobeCast - is the leading aggregator and distributor of international television and radio programming in America. The service currently delivers more than 210 market-leading television and radio channels in 35 languages representing 42 countries from Europe, the Middle East, Asia and Africa, via Direct-to-Home satellite on Galaxy 25. WorldTV's expansion into Continental Europe securing distribution rights for some of South Asia's leading entertainment channels, promises to give it a strong start in the challenging South Asian pay TV market.

Following the rapid and considerable success that Sony Entertainment Television enjoyed in the Indian sub-continent and the Middle East, the decision was taken to establish international feeds known as **Sony Entertainment Television Asia**. Major operations encompass the UK and Europe, the USA, Africa and Australasia. The channel is now available throughout the world - a truly global operation bringing high quality entertainment to South Asians everywhere.

For six consecutive years, **Star Plus** has been dominating Hindi television entertainment as India's No.1 cable channel. South Asian audiences in Europe will now be able to enjoy the same top Star Plus programmes their family and friends are watching back home. Household-name dramas such as *Kyunki Saas Bhi Kabhi Bahu Thi* and *Kahaani Ghar Ghar Kii* as well as a host of compelling comedies, game shows, serials, talk shows, lifestyle and kids programmes make up Star Plus's highly popular line-up. Subscribers in the UK voted Star Plus their "Favourite International Channel" in the 2002 Scorpio Cable TV Awards.

Star One unleashes the next generation of Hindi entertainment with an innovative, diverse mix of broad-based alternative programming. Star One boasts an array of original popular content including hits such as *The Great Indian Laughter Challenge*, *Nach Baliye*, *Koffee With Karan* and *Antakshari*. The channel's diverse mix crosses a range of entertainment genres – comedy, drama, action / thriller, youth, lifestyle and game shows, as well as original made for television movies.

Sahara One offers its viewers an interesting mix of fiction and non-fiction entertainment. The channel is also popular amongst viewers, thanks to its non-fiction shows, mega events, kids programming, feature films and film based programs.

MAX, India's premium Movies and Special Events channel, backed by Sony Pictures Television International (SPTI), provides its viewers with the biggest and best of Hindi Movies and Events. Launched in 1999, MAX is today the fastest growing channel in its category, reaching out to over 32 million people in India alone.

Star Gold brings to audiences the best and biggest Bollywood blockbusters. With one of the largest Indian film libraries in the world, Star Gold offers a wide variety of films for the entire family, showcasing Bollywood's most legendary stars and hottest filmmakers.

With an irreverent and fun-filled approach to presenting the best of movie entertainment, **FILMY** is one of the region's leading movie channels. This is due to its innovative programming and marketing ideas, its unusually high percentage of original programming, its slick and stylish new-age feel and, most importantly, thanks to the quality of audiences it attracts.

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