



Turkey's first English language international news platform - TRT WORLD - expands its satellite distribution

Press Release

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TRT World, which has been broadcasting for over a year, continues to expand its global reach.

TRT announced today that it has signed a new agreement to launch its international news platform TRT World on 10 additional satellites and expand its reach and viewership. This multi-year agreement was signed with Globecast, the global solutions provider for media, and Turksat, Turkey's first and unique satellite operator.

TRT WORLD will be able to be viewed all over the world in new territories (190 countries in total) via TURKSAT and 10 additional major broadcast satellites operating across Europe, Middle East, Asia Pacific, Africa, Australia and America. This expanded reach has already begun and will be completed in the coming months.

As a strategic partner to TRT World, Turksat has been working extensively with Globecast to provide the technical broadcast solutions needed to achieve this expanded global delivery. Globecast is providing worldwide connectivity and uplink distribution services using its unique reach to access the 10 satellites.

Director General of TRT Şenol Göka states that he is proud of signing an important project with Globecast and TURKSAT. Göka states: "As TRT World, we keep growing and making new international broadcast agreements. With this deal, TRT WORLD's reporting-from-the-field approach to creating news that focuses on the humanitarian aspect of the stories, will be available in 190 countries. TRT World will continue to bring a new perspective to international news broadcasting to an expanded global audience."

General Director of TURKSAT Cenk Şen says "Turkey's first and only international satellite operator Turksat, is proud to play an important role in TRT World's satellite agreements with Globecast. With this agreement, TRT World will strengthen its position across the globe. As Turksat, we are proud that this agreement, where we shared our experience within a global level, benefits both TRT World and Turkey."

Giorgio Giacomini, Managing Director MENA at Globecast, said, "We are very pleased to be involved in a project of this scale and ambition. This agreement involves global connectivity requirements and expertise that only players such as Globecast can provide. We admire TRT World's ambition and what it wants to achieve in the market. This project has been possible by working in close cooperation with TRT World and Turksat."

About TRT World

Being as the first international news platform of Turkey, TRT World aims to bring a new point of view to world journalism with its English broadcast streaming, rich news and documentary content and to be “global audience’s channel” with objective and courageous reporting principles. With its new point of view, it will be an international news platform that is putting human at the center of the news as a messenger of the positive change in the world and showing different sides of the same news. By incorporating screen faces that have experiences in internationally prestigious channels and especially by catching the developing technology, TRT World is among the live TV channels that broadcast through social media and internet

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About Türksat

Türksat Uydu Haberleşme Kablo TV ve İşletme A.Ş. (Turksat) is one of the world's leading companies providing all sorts of satellite communications through the satellites of Türksat as well as the other satellites. Providing services for voice, data, internet, TV, and radio broadcasting through the satellites across a wide area extending from Europe to Asia, Türksat is able to provide flexible solutions aimed at customers' needs in regions where no terrestrial infrastructure is available. Bringing different languages and cultures together by means of its global solutions in satellite communications, Türksat provides cable broadcasting services as well for its domestic subscribers through its existing cable infrastructure. Furthermore, Türksat operates the e-Government Portal within the scope of its information services and conducts projects for the provision of public services electronically.

About Globecast

Globecast opens up global opportunities in broadcasting by making content distribution and management simple. Part of the Orange group, Globecast delivers tailored content management and delivery solutions to meet the needs of markets all over the world. For channels, Globecast provides media management and playout solutions as well as global content delivery via fibre, satellite, and IP. Through its fleet of SNG vehicles and production partners, the company also provides coverage of news, sports, and special events around the globe. Globecast has capacity on all the world’s major broadcast satellites, a three-continent proprietary fibre network and state-of-the-art facilities in the world’s biggest media hubs. Finally, Globecast has a content aggregation and distribution team that helps secure distribution on leading pay-TV platforms. Present in Europe, the Americas, the Middle East, Asia, Africa and Australia, Globecast offers simplicity, flexibility, and knowledge to the world’s leading broadcasters.