

JumpTV enters into strategic partnership

July 19 2006

JumpTV said Wednesday it has entered in a strategic partnership with India-based independent media sales company Cutting Edge Media.

The partnership, which will extend JumpTV's presence in South Asia, will have JumpTV work with Cutting Edge Media to secure new broadcast agreements using Internet Protocol; enter into distribution agreements for JumpTV's global TV roster with Indian cable, mobile telephony, and IPTV providers; and build on JumpTV's existing menu of South Asian television content, JumpTV said in its release.

"South Asia is an incredibly vibrant media market," said JumpTV Asia Pacific General Manager Kevin Foong. "Television stations create and broadcast truly innovative programming, which is closely followed by a passionate viewer base living all over the world. By partnering with Cutting Edge Media, JumpTV will develop new relationships and deepen existing relationships with leading broadcasters from the sub-continent, serving as a platform to internationalize their content over the Internet."

"While our Asian lineup of more than 25 channels includes highly popular South Asian broadcasters such as India's SET Asia, Pakistan's TV One and Hum TV, Jaya TV, as well as Bangladesh's leading stations nTV and Channel i, we are always looking for new ways to serve the vast Pan-Asian communities living away from their respective homelands," he added.

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Citation: JumpTV enters into strategic partnership (2006, July 19) retrieved 28 April 2024 from <https://phys.org/news/2006-07-jumptv-strategic-partnership.html>

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