

UBI WORLD TV Company Profile

- **President** Regina Boulos
 - **CEO** Michael Parker
 - **Businesses**
 - Multicultural Subscription TV & Radio Broadcasting
 - Multicultural Broadcast Distribution Services
 - Multicultural Production Services
 - Multicultural Advertising

In Australia, UBI WORLD TV operates through United Broadcasting International Pty Ltd ABN 83110092049
 - **Headquarters** 55 Pyrmont Bridge Rd, Pyrmont, NSW, Australia 2009
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UBI WORLD TV is a privately-owned group of businesses established to provide multilingual content and services via a broad range of digital transmission and broadcast facilities, as well as creative and post-production services for television and radio broadcast clients within Australia, New Zealand and internationally. The company was incorporated in 2004 as United Broadcasting International Pty Ltd.

In 2004, UBI WORLD TV commenced operation as a multicultural subscription television and radio broadcaster dedicated to serving the unique blend of cultures that exist in Australia and New Zealand by providing a unique and affordable multicultural link to the world. Through UBI WORLD TV, Australian and New Zealand subscribers can watch premium multi-channel television broadcasts and listen to popular live radio, 24 hours 7 days a week, in a language of their choice from around the world.

Since its establishment, the market for UBI WORLD TV services has expanded, now aimed at delivering quality television and radio programming to non-English speaking multicultural audiences around the world, no matter where they live. UBI World TV now has operations in Australia, New Zealand, Africa, Asia, Europe, North America and South America, delivering a broad range of services that fulfil an undeniable need among multicultural people all over the world to grow and maintain strong linkages with their cultural heritage.

To accomplish this:

- UBI WORLD TV has secured **long-term distribution rights for quality television and radio programming** relevant to the world's major multicultural communities, as well as rights to supplementary English programming to provide a complete viewing experience for its viewers. This in turn aids UBI WORLD TV in broadening the appeal of its services beyond first generation migrants to second and subsequent generations. UBI WORLD TV's programming relationships and long-term marketing and distribution rights now extend across government and private broadcasters in over 30 non-English speaking countries around the world.
- UBI WORLD TV has established a **global satellite platform** that enables its programming content to be efficiently sourced and distributed anywhere in the world. Content from around the world is delivered into Australia via both satellite and fibre links. Five satellite teleport centres provide uplinks and downlinks into the various satellites on the UBI WORLD TV Global Network.

- UBI WORLD TV has built **world-class broadcast operations facilities** that enable its programming content to be efficiently sourced and distributed anywhere in the world. These facilities include a **Master Control Room** for global network control, monitoring and broadcast operations, video and audio **production and post-production facilities**, state of the art **encryption management systems** for encrypting UBI's satellite transmissions and for managing individual subscriber's services.
- UBI WORLD TV has developed a **Subscriber Management System** based on leading edge technology to manage the delivery of its services to a global customer base. A **Multilingual Call Centre** supports the provision of services to its subscribers. Agreements with nationwide **authorised service and installation sub-contractors** are in place to install UBI WORLD TV reception equipment in residential subscriber premises.
- UBI WORLD TV is continually developing **strong ties** with multicultural communities and the subscribers that it serves so that it can continually improve and expand the quality and range of its services to various multicultural markets worldwide.

Australian and New Zealand DTH Services

Over the past years, UBI WORLD TV has focused on growing its non-English language television and radio channel line-up, which today spans over 120 premium TV and radio channels in over 12 different languages including English. UBI WORLD TV's Australian and New Zealand multicultural service extends across over 17 different non-English speaking language groups some of which are: Arabic (including Egyptian, Lebanese, Iraqi), Balkan (including Bosnian, Macedonian, Bulgarian, Serbian), Brazilian, Filipino, Greek, Persian, Portuguese, Spanish and Turkish.

UBI WORLD TV is continually strengthening its programming line-up through the addition of new channels and locally produced non-English language programs, making its services not only more entertaining but also more relevant to its diverse multicultural Australian audience. Local production is undertaken through UBI WORLD TV's in-house creative expertise and production facilities. UBI WORLD TV also provides creative and post-production services to external clients at competitive rates.

UBI WORLD TV also offers cost-effective, in-language advertising and promotions services to corporates, businesses, government and other organisations targeting the hard to reach diverse ethnic markets with their marketing messages.

International Marketing & Distribution

UBI WORLD TV is now bringing channels across the world to deliver its content on multiple platforms across Asia, Africa, North America and soon to other countries of the globe.

Up-to-date information on the company and its service offerings is available on the UBI WORLD TV website (www.ubiworldtv.com).

UBI World TV Australia Pty Limited

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