



## **PRESS RELEASE**

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### **UBI WORLD TV MAKES ETHNIC TV HISTORY IN AUSTRALIA & NEW ZEALAND BY LAUNCHING THE FIRST TURKISH-CYPRIOI CHANNEL *KIBRIS GENC TV***

UBI World TV, the region's leading multi-cultural subscription TV and radio broadcaster, has delivered another first in multi-cultural media in Australia and New Zealand by launching a popular TV channel catering for Turkish-Cypriot audiences, effectively expanding its coverage outside of Europe into Oceania.

**Kibris Genc TV**, originating from the North of Cyprus, launched auspiciously on UBI World TV on Friday, 28 May 2010 coinciding with the channel's 13<sup>th</sup> anniversary. The channel is now broadcasting 24 hours daily on UBI Channel 73 as part of the expansion of UBI's premium Turkish bouquet which aims to provide the Turkish community in Australia and New Zealand with the ultimate in Turkish entertainment.

The first private Turkish-Cypriot TV channel, **Kibris Genc TV** offers a great mix of information and entertainment for the whole family including the latest news, music, dramas, sports and documentaries of special interest to the Turkish-speaking people from the North of Cyprus.

Some of the highlights of **Kibris Genc TV** include the news and current affairs programs *Forum* presented by Dervis Dogan and *Gozden Kacmayanlar* presented by Mustafa Ozsoy, as well as the entertainment programs *Gulnihal*, *Californian Restaurant*, *Bulusma Noktasi* and *Adelet Kursusu*.

UBI World TV CEO Michael Parker said: "UBI understands the diversity in what others might see as one language community. The Turkish-Cypriots have long wished for a channel that will link them to their unique culture from Cyprus while speaking the Turkish language. By launching **Kibris Genc TV**, UBI is fulfilling this long standing wish of this significant segment of the Turkish community. However, we will need the community to support the channel for it to remain available 24 hours a day, 365 days a year. UBI has made a significant investment to technically bring this channel from Cyprus to Oceania, and it is now up to the community to make sure it is here to stay."

During the channel's launch and press conference, Mr Ertan Birinci, the chairman of **Kibris Genc TV**, expressed great appreciation to UBI for

making their channel available to all Turkish-Cypriots who had long waited to watch news and cultural programs from their original homeland.

Prominent members of the Turkish-Cypriot community in Sydney and Melbourne who participated during the conference were unanimous in expressing their gratitude to UBI for bringing **Kibris Genc TV** to Australia.

"This is the first ever opportunity to have a live television link to North Cyprus. We truly appreciate that UBI has done this for our community", said Mr Muzaffer Tekin, president of the Veterans of North Cyprus in Australia who is based in Sydney.

A community leader from Melbourne who participated in the conference via telephone added, "We thank the management of UBI for bringing our community together through the colourful UBI platform. This channel marks a first in Australian history for the Turkish-Cypriot community".

Other dignitaries and community leaders from Sydney and Melbourne who participated in the discussion were: Mr Ilkay Yusuf, Cyprus' Hon. Consul for Sydney; Mr Hasan Sayar, Cyprus' Hon. Consul for Melbourne; and Mr Huseyin Mustafa, Commonwealth Bank GM of Small Business - VIC, TAS,WA.

**Kibris Genc TV** is the newest channel to launch on UBI's expanded Turkish Service, preceded by the launch of the premium Turkish channels, TRT-1, HaberTurk, Lig TV, Power Turk and Turk Max – all in a span of three weeks.

Mr Parker continued, "We are committed to providing the Turkish community with the widest array of Turkish language programming available outside Europe. Our viewers can expect more exciting additions to our Turkish programming in the weeks to come."

**Kibris Genc TV** is currently being provided to all UBI Turkish subscribers at no additional cost. Beginning 1 July 2010, **Kibris Genc TV** will be available either as an add-on channel to any of UBI's basic language packages or as an a-la-carte service which gives the customer Kibris Genc TV together with euronews (available with Turkish audio) and Al Jazeera English. Subscribers to this service will also be able to watch TRT Turk.

And to celebrate the launch of **Kibris Genc TV** on UBI's DTH platform, UBI is extending a special introductory offer to those who subscribe before 31 August 2010 a combination package of **Kibris Genc TV** with UBI's top-rating Turkish 'best of' channel Vizyon, plus euronews (available with Turkish audio), Al Jazeera (English) and TRT Turk.

For full details of the offers and to subscribe to UBI World TV and enjoy **Kibris Genc TV's** top-rating programs, simply call 1300 400 800 from anywhere in Australia, 0800 4000 23 from anywhere in New Zealand, email [sales@ubiworlDTV.com](mailto:sales@ubiworlDTV.com) or visit [www.ubiworlDTV.com](http://www.ubiworlDTV.com).

For further information (Media Only), contact:

**Emilio Simbillo**

Communications Specialist, UBI World TV

(61 2) 9776 2036

[emilio.simbillo@ubiworldtv.com](mailto:emilio.simbillo@ubiworldtv.com)