



## **PRESS RELEASE**

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For Immediate Publication

### **UBI WORLD TV ACQUIRES THE BROADCASTING RIGHTS TO THE NO. 1 LEBANESE TV CHANNEL, LBC**

UBI World TV, the region's leading multi-cultural pay TV and radio broadcaster, has scored another major channel acquisition, snapping up the exclusive rights to air Lebanese Broadcasting Corporation's LBC, Lebanon's number one TV channel, across Australia and New Zealand beginning 1 August 2010.

The premiere of **LBC Australia** - the much sought after Australian feed of LBC's international satellite channel - on UBI World TV follows the launch weeks earlier of the top-rated Arabic news channel, **Al Arabiya**, further strengthening UBI's unequalled Arabic Package now offering 30 premium Arabic TV and 10 radio channels sourced from all over the Middle East.

UBI Chairman Mike Boulos said: "UBI is very excited to welcome LBC to our premier Arabic line-up, granting the long-standing wish of the majority in the Lebanese community for UBI to broadcast their favourite channel. LBC is our offering to the substantial number of Lebanese families in Australia and New Zealand who enjoyed watching LBC in Lebanon and who maintain a strong sense of identity with this channel".

Established in 1992, LBC is the first private Lebanese TV channel and the highest rating with a current audience reach of 41% in Lebanon. Its foray into international broadcasting commenced in April 1996 with the launch of its first satellite channel, LBCSAT, providing its popular programming to the Lebanese and Arabic communities worldwide. In the following year, LBC established three new encrypted channels catering for audiences in three key regions of the world: LBC Europe, LBC America and LBC Australia.

**LBC Australia** airs the highest rating programs of LBC and offers a sprinkling of content of special interest to Lebanese-Australian viewers. Among its must-see programs are: *Kalam Alnas*, a political talk show with popular presenter Marcel Ghanem; *Bidoun Rakaba* featuring interviews with controversial Lebanese personalities from all walks of life presented by the equally controversial Waffaa Al Kilani; the comic parody *Basmat Watan*; and some of the finest Lebanese series such as *Familia*, the top-rating comedy starring Roula Hamada and George Shalhoub.

Further, **LBC Australia** provides a major boost to UBI's Lebanese offering on its Arabic Service joining the very popular Lebanese channels **Al Jadeed** which airs contemporary programming, and the government channel, **Tele-Liban**. UBI also airs inspirational programming on its platform catering for Lebanese listeners via the radio channel, **VOC Australia**.

All viewing UBI Arabic package subscribers will be able to watch **LBC Australia** at no additional cost.

While **LBC Australia** is available to new UBI customers as one of the channels on the UBI Arabic package, it will also be available as an 'a-la-carte channel' (a channel by itself).

UBI President Regina Boulos added: "The addition of **LBC Australia** to our first-rate Arabic bouquet truly makes the entertainment options available on the UBI platform unequaled and unrivaled. Once again, UBI has solidified its position as the premier provider of unparalleled Arabic entertainment in Australia and New Zealand".

To subscribe to UBI's Arabic Package which now includes Lebanon's number one TV channel, LBC, now exclusively on UBI, 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).

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