



## **PRESS RELEASE**

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### **UBI WORLD TV TARGETS UNAUTHORISED VIEWERS OF ITS SERVICE WITH SPECIAL OFFER**

Leading multi-cultural subscription TV and radio broadcaster UBI World TV has launched a brave new campaign targeting homes victimised by unscrupulous installers and traders of pirated decoder boxes and smart cards, inviting them instead to become genuine subscribers of its service.

UBI's campaign follows an industry-wide random operation to stop all forms of pay TV piracy. The campaign covers TV, radio, print and SMS promotions.

Recent news reports have revealed that there are at least 50,000 fake pay TV smart cards already in use across the country, with the cards being sold at pubs, supermarket car parks or through fraudulent installers.

UBI World TV President and CEO Regina Boulos said: "We have coordinated with the Australian Federal Police to obtain evidence of the increasing number of migrant homes who have been accessing UBI channels through unauthorised connection. We are especially concerned for those families who have unwittingly bought pirated boxes and smart cards from fraudulent traders and installers. They have paid a huge amount to set up the equipment in their homes so they can stay in touch with their home countries.

"However, if they are not legitimate subscribers of UBI, their access to our channels may be cut off eventually and they would not be able to recover their money".

"Staying in touch with one's homeland should be a joy, not a nightmare. As such, we invite those viewers to become legitimate subscribers of UBI", Boulos added.

UBI's campaign comes with an excellent offer for all those who will subscribe to its service. The offer includes free activation, free first month of viewing, plus over 50% discount on the price of the UBI decoder box. New subscribers will be able to save by as much as \$279.90 by taking up the offer, which will be available for a limited time only. Terms and conditions and installation costs apply.

To take advantage of this special offer, simply subscribe to UBI World TV by calling 1300 400 800 from anywhere in Australia or by visiting [www.ubiworldtv.com](http://www.ubiworldtv.com).

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