



PRESS RELEASE

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LEADING MULTI-LINGUAL BROADCASTER CELEBRATES FIVE YEARS WITH PLANS TO EXPAND CHANNEL OFFERINGS AND LOCAL PROGRAMMING

Australia's leading multi-cultural, multi-lingual broadcaster, UBI World TV, today celebrated its fifth anniversary with a renewed commitment to serve Australia's multi-cultural communities and further expand its services including launching additional channels and broadcasting more locally produced content.

New channels and programs will be rolled out in the coming months to meet the growing demand from Greek and Arabic audiences and advertisers.

Today (Monday, October 12) Federal Minister for Immigration and Citizenship, the Honourable Senator Christopher Evans, was on hand to mark UBI World TV's many achievements leading up to its fifth year of broadcasting.

At the celebration, UBI World TV president Regina Leviste-Boulos said, "UBI World TV continues to make significant investments in creating quality local multi-lingual programming, keeping communities connected with each other in Australia and overseas."

"We are proud of reaching our five year milestone and look forward to many more years of providing quality, culturally diverse and stimulating local language programming not found on any other broadcaster in Australia", she said.

UBI World TV broadcasts 24 hours a day, seven days a week, providing breaking news and current affairs, sport, music, movies, dramas and general entertainment on more than 100 premium TV and radio channels from around the world covering 14 different languages including English, to more than 200,000 viewers each week. The broadcaster now plays a central role in the life of migrant households across the country, entertaining, informing and educating them.

Not only does UBI World TV broadcast its multi-lingual channel offerings across Australia, it also provides services in New Zealand, Asia and Africa. Further, it operates teleport facilities in Australia, Europe, North America and South America, together with its satellite and fibre network, to deliver its channels from different countries into Sydney, where it uplinks these channels to its direct-to-home satellite platform service on the Optus D2 satellite.

UBI World TV sources its channels from more than 30 countries and currently produces three of its own in-house TV channels in Arabic, Turkish and Macedonian, with an additional in-house produced TV channel launching very soon.

UBI World TV plans to build on its strong base of subscribers in Australia and New Zealand through expanding its services to international broadcasters who want a strong platform in these regions and to advertisers who want to reach multi-lingual consumers.

An estimated 20 per cent of Australian households speak a second language. UBI World TV's premium language packages are priced from \$33.95 a month with channels broadcasting in Greek, Arabic, Turkish, Spanish, Portuguese, Macedonian, Bulgarian, Bosnian, Montenegrin, Farsi and Filipino.

UBI offers advertising to businesses, organisations and other marketers who would like to reach the lucrative multi-cultural market directly and cost-effectively.

Further, UBI offers its global platform to broadcasters around the world who wish to distribute their channels and programs to the vast ethnic audiences in Australia, New Zealand, the Pacific Islands, North America and across Asia-Africa.

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