



PRESS RELEASE

14 August 2007*

UBI WORLD TV NOW OFFERING COST EFFECTIVE ADVERTISING SOLUTIONS TO REACH THE DIVERSE ETHNIC MARKET IN AUSTRALIA

Australia's largest multi-cultural subscription TV and radio broadcaster, UBI WORLD TV, has launched a service to become the marketing conduit for advertisers to reach the growing multi-cultural communities across cities and regional areas.

UBI WORLD TV has released a range of packages where advertisers can promote their products and services through commercials, interviews, sponsorship and presence at major festivals and events where the broadcaster is either a sponsor or media partner.

The broadcaster is now offering a range of advertising packages and corporate partnerships for as little as \$55 for a 30 second commercial to receive the coverage that so many advertisers are seeking, to reach Australia's 1.4 million households who speak a non-English language and whose spending is estimated at \$56 billion a year.

The lynchpin of the marketing service is UBI WORLD TV's 200,000 viewers, who are now tuned into the UBI platform.

Mr Benjamin Boulos, UBI WORLD TV's Head of Marketing, said "We are now offering a complete partnership for companies to promote their products and services to Australians whose first language is not English.

"We are offering a compelling and cost effective marketing solution for advertisers to reach this elusive market in their language and with pictures that are more powerful than print – the traditional ethnic advertising vehicle. Further, their messages are inserted within the most popular programs that viewers are loyal to everyday", he added.

Although the power of advertisers' English language commercials, inserted within highly viewed non-English programs cannot be underestimated, as part of the service, UBI WORLD TV is offering companies subtitling of current English language commercials for placement in programs, sponsorship of news programs with screens and banners, as well as a marketing presence at the many multi-cultural festivals that UBI sponsors.

The advertising spots available range in length from 10 seconds to 90 seconds and are broadcast in the top rating programs on the most popular channels on UBI's digital platform.

Paying \$59.95 a month, subscribers of UBI WORLD TV are now enjoying a feast of entertainment, sport and news programs in Greek (9 channels), Arabic (29 channels), Turkish (10 channels), Spanish (11 channels), Portuguese (3 channels), Balkan (7 channels), Persian (3 channels), with compilation and local channels.

With headquarters in Sydney, the company is offering one to 12 month packages for advertisers seeking to tap into the vibrant multi-cultural communities who speak a second language.

Mr Boulos said, "The vast majority of foreign language speakers prefer to watch TV than consume any other media, and we are offering advertisers the chance to effectively engage their brands and products in the tongues of a significantly growing sector of TV viewers in Australia. It is also a fact that ethnic viewers watch our service for a longer period of time each day than free to air.

The Chairman of the Community Relations Commission, Mr Stephen Kerkyasharian recently said "Overseas TV stations are beaming into Australia with tens of thousands of local subscribers and this presents a challenge for marketers because people are moving away from mainstream media channels and choosing to watch ethnic pay TV channels".

UBI's channels are designed to attract different TV viewers – young and old, males and females – with different interests, including general entertainment, comedy, sport, politics and finance.

Mr Boulos said, "The six million Australians who speak a second language at home is huge and can be engaged through their own language and culture. We and our media groups are offering a total solution to market to the ethnic communities around Australia, employing different tactics to approach each, distinct group".

UBI's direct-to-home satellite service, which uses the Optus B3 satellite, sources its channels from 20 countries and is now the largest provider of non-English digital TV channels to Australia's ethnically diverse population.

Viewers can sign up for the world's best multi-cultural channels by calling UBI WORLD TV Call Centre on **1300 400 800** within Australia or by visiting www.ubiworldtv.com

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