



Outdoor Sport Channel® adds Mac Communications Pakistan to its current distribution platform

Founded by Mr. Henk van Meer (CEO), who specializes and is responsible for the setting up of Outdoor Sport Channel®-Global wide, Outdoor Sport Channel®-News 247® and Outdoor Sport Channel®- VoD (Video On demand), adds Mac Communications in Pakistan to its current distribution affiliates.

Outdoor Sport Channel® features a range of quality programming designed to inform and entertain sportsmen across the world, promoting traditional outdoor activities, alongside daily SKY Sport News HD programming, about world cup skiing, live (Formula 1) car racing, paragliding, mountain climbing, horse riding, hot air ballooning, motor sports, cycling, wake board sports, Transalpine-running, the Beach Volleyball Cup, marathons, air flight days, drag racing, kart racing, surfing competitions, golf and the football League .

All programming is a combination of Outdoor Sport Channel's® own content production team and productions from well known independent producers across the world like: ITN, Quattro Media, World of free sports, Red-Bull, Swatch, O'Neil, Adidas, Dunlop, Stimorol, Columbia, Nissan, Free Ride World Tour and many others.....

Henk van Meer, Founder & CEO of Outdoor Sport Channel Ltd®, comments: “ as we prefer and like to expand our international distribution for Outdoor Sport Channel®, all around the globe, I'm very happy to find our needs in a partnership contract with Mac Communications at Pakistan. I'm sure to have found a fantastic TV distribution partner, in the Pakistan territory for Outdoor Sport Channel®. Their high quality cable platform guarantees, for us, a 24/7 very stable and with perfect quality delivery of Outdoor Sport Channel® into the Pakistan market and with a roll out to the top 200 of the Pakistan operators and directly to the viewers at home. It will be an excellent strategy to position Outdoor Sport Channel® further into the Pakistan TV market”.

Outdoor Sport Channel® prides itself on being an exclusive, unique, fun and both a family and animal friendly sports channel.

Notes to editors:

About Outdoor Sport Channel®:

Outdoor Sport Channel® (Global Outdoor Sports Television ©2011) is a exclusive and unique 24 hours sports television network about all kinds of outdoor sports. The channel is a International leader, which offers global television and audio sports content, to distribution companies that distribute them in their own countries areas and directly to viewers at their homes. This offers an interesting mix of sports programming so far, unknown in the world.

www.outdoorsportchannel.com

Contact:

Marian Denage, Outdoor Sport Channel®
marian.denage@outdoorsportchannel.com
Phone: +44 (0)20 3318 3835

About Mac Communications:

Mac Communications Mac Communications arranges distribution of national, regional and international television and radio programs, documentaries, audio and video music, multimedia software, and media literature for concerned clients in the media market of Pakistan. Our experts enjoy excellent relations with media individuals and networks including Television, Radio, Cable TV networks, Internet providers, newspapers, periodicals, and advertising agencies. Mac Communications is currently engaged in the distribution of some of the well-reputed international TV channels and production companies.

Mac Communications is pleased to be Distribution partner of Outdoor Sport Channel in Pakistan.
www.maccompk.com

For more information please contact.

Maqbool Mughal. Mac Communications

E-mail mughal@maccompk.com

Phone: +923225087740

Fax: +92512105094