



**Outdoor Sport Channel® signs consulting partner agreement with Media Synergy Bulgaria.**

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®-News247® and Outdoor Sport Channel®-VoD (Video On demand), did sign on July 13<sup>th</sup> 2011 a 5 year consulting partner agreement with Bulgaria based Media Synergy.

Outdoor Sport Channel® features a range of quality outdoor sports programming designed to inform and entertain sportsmen across the world, promoting traditional outdoor activities, alongside daily sport news programming, about world cup skiing, car racing, paragliding, mountain climbing, horse riding, hot air ballooning, motor sports, cycling, wake board sports, 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 many well known independent sports producers across the world, like SKY, Red-Bull, Swatch, O'Neil, Adidas, Dunlop, Stimatorol, Columbia, Nissan, WMRT, Cap Sports Group, Wright productions among many others.

Henk van Meer, Founder & CEO of Outdoor Sport Channel Ltd®, comments: in order to successfully offer and launch our brand, to affiliate operators, into this country, we did team up with Media Synergy for its excellent television market experience and business relationships. Outdoor Sport Channel® will be a true and unique value like never experienced in this area, as it covers all international major sports into one single television network.

I'm very happy to find our new distribution needs with Media Synergy. We all are sure we've found again a fantastic distribution partner, in the international world called Outdoor Sport Channel®.

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

Outdoor Sport Channel® will be available via cable, DTH, IPTV and mobile platforms.

Territory: Bulgaria

**Media Synergy:**

Nikolay Ivanov, Founder & CEO of Media Synergy, adds:

"Outdoor Sport Channel® is exactly the type of Sport program that we have been looking forward to distribute here in Bulgaria. It is a great response to the increasing local market demand for high quality outdoor sport content. I am sure it will be very well accepted among Bulgarian TV viewers and I am very glad of this partnership.

Notes to editors:

About Outdoor Sport Channel®:

Outdoor Sport Channel® (Global Outdoor Sports Television ©2009-2011) is a exclusive and unique 24 hours sports television network about all kinds of outdoor sports and latest international sports news. The channel is a International leader, which offers global sports television 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](http://www.outdoorsportchannel.com) or [www.outdoorsportchannel-globalwide.com](http://www.outdoorsportchannel-globalwide.com)

About Media Synergy:

Media Synergy is a leading Bulgarian media company, operating several media businesses in Bulgaria: TV program distribution on the territory of Bulgaria, TV program localization (dubbing and subtitling) from and to 40 European languages through the sub-company Graffiti Studio [www.graffittistudio.com](http://www.graffittistudio.com), and a full service advertising through the sub-company Big Picture Advertising. The convergence of distribution, localization and promotion turns Media Synergy into a very strong partner that opens Bulgarian market for high quality content TV programs such as Outdoor Sport Channel®.

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