



## **OUTDOOR SPORT CHANNEL® - E2M DISTRIBUTION AGREEMENT**

### **“Outdoor Sport Channel® Available To 1.8 Million Mobile & Web Subs. in Lebanon”**

London May 14<sup>th</sup>, 2013 Outdoor Sport Channel Ltd®, the leading International sports television company, announced a mobile Pay TV distribution deal with Lebanon based E2M (Entertainment 2 Mobile). The agreement gives Touch mobile & Web subscribers access to Outdoor Sport Channel® programming, which includes the 24/7 Live broadcast channel, Outdoor Sport Channel®-Globalwide and Outdoor Sport Channel®-VOD (video on demand).

*“Outdoor Sport Channel® continues to expand its international reach . Our business partners understand the needs of excellent sports content in the MENA region. We are very excited to find our needs satisfied in a new distribution agreement with E2M. This will provide a 50% penetration of the Lebanon mobile Pay TV market, covering 1.8 Million subscribers, so more and more viewers can enjoy our daily international content from outdoor, action, summer & winter sports, and sports news, programming”* said Henk van Meer, founder & CEO of Outdoor Sport Channel®.

Outdoor Sport Channel® features a range of quality outdoor sports programming designed to inform and entertain sportsmen across the world, promoting traditional outdoor, action, summer & winter sports activities, alongside sport news programming, including Exclusive Premier League & FA Cup bulletins featuring latest preview and post match content direct from players and managers previewing and reviewing the latest EPL matches. Unique access to Premier League clubs ensures news and reaction direct from the managers and players themselves.

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. The Outdoor Sport Channel® 24/7 linear network will be available, via the Touch Live TV All (Basic package) + Live TV International package.

Entertainment to Mobile (E2M) was recently selected to design, implement, roll out and operate the first mobile Pay TV service in Lebanon. E2M's certified engineers developed the mobile TV solution to manage subscribers' bouquets, access rights, subscription model, and content for the mobile TV industry.

E2M will offer a range of packages featuring an exciting diversity of channels, prices and packages, tailored to all preferences. The options include never-before-seen special and customized mobile TV channels in Lebanon.

E2M also offer different types of VODs that will cover a vast range of categories such as - Sports/ Beauty/ Fashion/ Drama / Comedy / Kids/ News/ Business/ music and others.

“With our position as the exclusive content aggregator in Lebanon for Touch Mobile TV, and our extended reach in the region, we are at an exceptional position to deliver unique and valuable content for our clients and audience alike. Whether it is an exclusive library of movies or a collection of premium channels, our superior content will be coupled with attractive services which uniquely target an array of different user groups.” Said Elie Hage, (Operations Director of E2M)

#### ***About Outdoor Sport Channel®***

Established in 2008, Outdoor Sport Channel® (Global Outdoor Sports Television®) is a exclusive and unique 24 hours sports television network about all well known outdoor, action, summer & winter sports. 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. For more information please visit:

[www.outdoorsportchannel.com](http://www.outdoorsportchannel.com) or [www.outdoorsportchannel-globalwide.com](http://www.outdoorsportchannel-globalwide.com)

## ***About E2M***

Founded in Lebanon in 2005, E2M has become a market leader in value-added services and related platforms for the wireless world of mobile telephony entertainment. With representative offices in Dubai, Saudi Arabia, Jordan, and Iraq and headquarters in Lebanon, E2M's state-of-the-art technical facilities and full-time support staff are on alert to ensure clients' needs. The E2M edge is the result of relying on trained, certified and experienced engineers to cater for the development of services, and enhanced resources, such as a hundred and eighteen-seat Contact Center and 24/7 dedicated support team.

E2M specializes in the creation operation and management of value-added services and related platforms for both media and other bulk-reaching interfaces. E2M also prides itself on being a pioneer in the development of highly-demanding broadcast platforms. We focus on bringing next wave technology, services and content to operators, media owners and business clients. This is achieved through our own technology platforms, which enable companies to add income by generating services quickly and cost effectively. Our product line includes in-house developed service delivery, Mobile2TV platforms and mobile content management systems, as well as messaging gateways like IVR, SMS, MMS, WAP, USSD.

For more information visit us at [www.e2mobile.org](http://www.e2mobile.org)

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