



**Outdoor Sport Channel® signs 10 year consulting partner agreement with MediaKonnnects India.**

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 May 17<sup>th</sup> 2011 a 10 year consulting partner agreement with India based MediaKonnnects.

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 these 11 new countries, we did team up with MediaKonnnects 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 MediaKonnnects. 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: India, Bangladesh, Nepal, Bhutan, Sri Lanka, Maldives, Myanmar, Papua New Guinea, Japan, Middle East and Africa.



Established by Mr. Pallav Nagar (Consulting partner with Outdoor Sport Channel®, UK) MediaKonneCts is a platform which provides an opportunity for Broadcasters, Producers, and Content Syndicators to unlock opportunities across the globe.

After accomplishing more than 13 years of qualitative experience in overseeing large operations encompassing Media and Telecommunications Industries, and specifically looked after. Strategic Sales Planning, Project Implementation, Budgeting, and overall running of the Cable Operations (CATV), Distribution of Channels, Syndication of Content, and Television Channels. MediaKonneCts has been conceptualized to foray into Distribution of Channels, Syndication of Content, Organizing Events, and creating Brand Value for the Customers as a whole across territories and geographical borders.....

MediaKonneCts, conceptualized and Launched in 2011, currently distributes Channels and Syndicates content in both Indian and International markets. With macro level content coverage in terms of multilingual and multicultural content, it aims to boost viewership and monetize content. Within a short span of time MediaKonneCts along with its sister company Media Edge (The Indian Distribution Arm) have given the right impetus to Media Businesses in National and International Media Arena.

The companies have garnered an impressive clientele which comprises of popular top rated Indian Channels like B4U Music, B4U Movies, Masti, Dhamaal, Dabangg etc... And in the acquisition mode of other live channels internationally. MediaKonneCts is also acquiring content for syndication directly from producers or broadcasters ranging from Sports, Movies, Films, TV Soaps, Dramas, Reality Shows, Music, Travelogues, Games, Kid Shows, Bollywood etc....available in HD formats providing viewers with rich international experience.

Mr. Pallav Nagar, Founder of MediaKonneCts comments: We are looking forward to creating synergies and leverage opportunities with the support of Outdoor Sport Channel® making a new beginning in the era of sports in the world, exposing the end consumers to new sports and challenges ahead. Outdoor Sport Channel® and MediaKonneCts together look at ushering fresh content and news on what's happening in sports around the world and bringing the consumer on a level playing field in terms of the sporting experience.

MediaKonneCts covers various platforms such as DTH, Pay per view, IPTV, Terrestrial, Digital, Analog, Mobile Operators etc...

Territory: India, Bangladesh, Nepal, Bhutan, Sri Lanka, Maldives, Myanmar, Papua New Guinea, Japan, Middle East and Africa.

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 MediaKonnechs:

MediaKonnechs (2011) is growing to be one of the leading entertainment companies in both National and International distribution, looking at growth in digital and analogue space in media. Its library Consists of a catalogue which has a huge variety of 'off – network, first run, regional, and international syndication' shows from all across the globe. Having a library of more than 1000's of hours of content. The firm provides customized high definition quality content as well as formats as per the clients requirements, be it any country, language or culture. Satisfying the entertainment needs of Viewers across the globe.  
[www.mediakonnechs.com](http://www.mediakonnechs.com)

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