

# Euronews launches in the Caribbean

LYON, FRANCE / PORT-AU-PRINCE, HAITI / ST MARTIN, MARIGOT: The international news channel Euronews, member of Co-op association (Caribbean Cable Cooperative Ltd), has signed the first two broadcasting deals in the Caribbean with the new Haitian digital platform NUtv and the cable operator St. Maarten Cable TV.



Arnaud Verlhac, deputy director Worldwide Distribution, said: "I am very happy about our launch on Haiti, which was devastated by the earthquake in 2010, and even more excited to go into partnership with NUtv who provides leading edge technology and thus a new television service, revolutionary for Haiti. On July 1st, Euronews was also launched in Saint Martin, these two new Caribbean agreements show again that the unique Euronews' perspective on world news and the wide-ranging programmes produced by the journalists in different languages are major assets for the worldwide channel's expansion."

## Euronews launched in Haiti by NUtv

Euronews joins the new Haitian platform of satellite digital TV (DVB-S). From 1 July 2012, on the channel 736, Euronews in French is available via the Premium Offer on NUtv bundle.

The provider predicts 35 000 subscriber households in the first year and targets more than 100 000 households in year 3.

NUtv is a multimedia company dedicated to providing Haitians with diverse informative and educational content through wireless digital technology. Launching in July 2012, the company intends to fill the vacuum in television services in the country and will offer viewers in Haiti over 100 digital channels.

"NUtv is excited to be launching the Euronews channel in its effort to bring international perspectives and provide culturally diversified programming to its Haitian viewers," said Patrice Turnier, CEO of NUtv."

## Euronews launched in Saint Martin by St-Maarten Cable TV

On 1 July, Euronews was also launched on the cable network of St Maarten, initially on the Dutch part of the island, then on the French side in the coming months.

St. Maarten Cable TV offers the English edition of Euronews to the subscribers of the Digital TV Total bundle.

For more, visit: <https://www.bizcommunity.com>