

TV channel OUTtv speeds up international expansion in Europe via HISPASAT

- **Television channel OUTtv is further internationalising and has chosen HISPASAT to help it reach top cable and telco networks in Central and Eastern Europe.**
- **HISPASAT has initiated an antenna seeding plan for top cable networks in Europe, allowing them to receive the new channels distributed over its shared platforms.**

Madrid/Utrecht, 16 October, 2014. – The gay-lifestyle television channel OUTtv has chosen satellite operator HISPASAT as the infrastructure for distributing its content to top cable networks in Europe. Israeli advanced television services provider, RRMedia, which currently uses HISPASAT satellites to distribute content in both America and Europe for over five years, will uplink the signals.

The lifestyle channel OUTtv is currently present in the Netherlands, Belgium and Sweden. Due to the demand from various TV operators in Central and Eastern Europe, OUTtv required new delivery methods to offer their proposition to these fast growing operators in these regions.

This agreement benefits from HISPASAT's new antenna seeding strategy, which aims to foster new alliances with a great number of top European cable and telco networks, in order to distribute the channels available in its shared platforms. The company is collaborating with various teleports at its orbital position 30° West, among them RRMedia, which recently launched an innovative proposal to the market enabling any content company to distribute in Europe whilst guaranteeing professional reception and latest generation standards (DVB-S2).

HISPASAT Group's vast coverage in Europe guarantees OUTtv will be perfectly received in all top cable networks with which new agreements have been made. Indeed, as a result of this innovative service, OUTtv has come to initial broadcast agreements in Slovakia, Estonia, Latvia, Bulgaria and Poland, and it hopes to gain more ground in the main Central and Eastern European markets over the forthcoming months.



HISPASAT offers a highly competitive service for smaller television channels looking to broadcast or distribute audiovisual content without having to contract the full capacity of a transponder. This service allows them to make the most of the full power thereof and use smaller antennas, using platforms that enable individual audiovisual channels to be broadcast within digital multiplexes.

OUTtv's founder and CEO, Marc Putman says: 'We notice that these emerging markets show off interest in our lifestyle concept, because it differentiates their content-portfolio to attract new targeted customers'. According to Ignacio Sanchis, HISPASAT's Chief Commercial Officer, "we are very pleased with this agreement, which reinforces our strategy and showcases our 30°W-located satellites as a great solution for efficient, high-quality video distribution in Europe".

About OUTtv

OUTtv is the lifestyle tv-channel launched in 2008 aimed at the open-minded and addresses currently about 3 Million households in Europe. OUTtv offers a broad variety of general entertainment and sometimes edgy programming. It airs prominent tv-series like Ru Paul's Drag Race, Shameless, Misfits, Orphan Black, the hilarious talkshow Alan Carr: Chatty Man, and award winning films and documentaries from European films festivals. OUTtv is based in the Netherlands.

About RRMedia

RR Media (NASDAQ: RREST) work in partnership with the worlds leading players to create the richest possible media for the world consumers. RRmedia complete ecosystem of digital media services maximize the potential of media and entertainment content, covering four main areas: smart global content distribution network with an optimized combination of satellite, fiber and the internet; content management & playout; sports, news & live events; and online video services. RRMedia provides scalable digital media services to more than 650 channels, distributes over 100,000 hours of live events yearly covering 95% of the world population reaching viewers of multiplatform operators, VOD platforms, online video and direct-to-home services. Visit the company's website www.rimedia.com.

* RR Media currently operates under the corporate name of RRsat Global Communications Network Ltd. The company is in the process of changing its corporate name to RR Media Ltd., which is scheduled to be completed in October 2014.



Dirección de comunicación

About HISPASAT Group

HISPASAT Group is composed of companies with a foothold in Spain as well as in Latin America, where its Brazilian affiliate HISPAMAR sells its services. The Group is a world leader in the distribution and broadcasting of Spanish and Portuguese content, and its satellite fleet is used by important direct-to-home television (DTH) and high-definition television (HDTV) digital platforms. HISPASAT is one of the world's largest companies in terms of revenue in its sector, and the main communications bridge between Europe and the Americas.