



عرب سات  
ARABSAT

Our world. Your world.

## **Talia to provide Arabsat with 10 channel video uplink and monitoring service on Badr-7 Ku band (26E)**

(London, UK) – 15 September 2017 - Talia Limited, a leading communication provider serving the Middle East, Africa, Europe and the Americas, announces the partnership with Arabsat of a new 10-channel video uplink to the Arabsat Badr-7 satellite located at 26°E.

The service will offer both SD and HD channel uplinks and will form the basis of a new high-power Ku-band neighbourhood over Iraq. Content will be up-linked from the Talia Teleport in Raisting, Germany and monitored for quality in the Talia NOC in Erbil on the Badr-7 located at 26E.

With many content creators looking to new audiences, the neighbourhood of channels will provide a voice and original Iraqi-themed programming to millions of currently underserved and underrepresented citizens. Following scheduled meetings at IBC in September, we expect the number of to increase further.

With Talia's strong regional presence in Iraq and well-established customer base, Talia are ideally placed to serve the region.

"This partnership cements our on-going commitment to Arabsat," stated Talia CEO and President Alan Afrasiab. "This service will start with 10 channels but we believe this will expand as more broadcasters reach the growing number of viewers in the region. The video platform continues to build on our existing broadcast services and experience and the Middle East's leading communications provider."

Khalid Balkheyour, Arabsat President & CEO said "Indeed, we have conducted cautious surveys during the course of selecting our teleport partner to launch Arabsat 1st DTH platform from Germany. We've reached the fact that Talia with its worldwide recognized brand in terms of adequate and reliable Satellite and Terrestrial Networks offering various facilities connecting Middle east and Europe with high monitoring capabilities and quality of service that provide excellent solution to ARABSAT DTH Services from Europe, of which shall provide Arabsat international & regional broadcasters with the optimum quality of service. Adding, "meanwhile, we established joint roadmap with Talia to develop Arabsat penetration into certain remarkable growing MENA markets, which Talia has already set up its distribution services and signal delivery for significant number of premium video channels."

For further information on providing content for original programming or to receive content, please contact Talia: <https://www.talia.net/contact-us/>

### **About TALIA**

Talia is a market-leading teleport, satellite and terrestrial network operator and systems integrator; providing global ICT solutions that allow enterprises to thrive. Our hybrid infrastructure supports international businesses with connectivity wherever and whenever they need it.

With headquarters in the UK, Talia owns and operates their teleport facility in Germany. With international offices across the Middle East, Africa, South Asia, Europe, North and South America, Talia is ideally positioned to meet the growing demand of today's global market.

Talia delivers solutions for enterprises, media companies, NGOs, government agencies amongst many others.

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### **About ARABSAT**

Founded in 1976 by the 21 member-states of the Arab League, Arabsat has been serving the growing needs of the Arab world for over 40 years, operating from its headquarter in Riyadh-KSA and two Satellite control stations in Riyadh and Tunis. Now one of the world's top satellite operators and by far the leading satellite services provider in the Arab world, it carries over 500 TV channels, 200 radio stations, pay-tv networks and wide variety of HD channels reaching tens of millions of homes in more than 80 countries across the Middle East, Africa and Europe—including an audience of over 170 million viewers in the Middle East and North Africa (MENA) region alone tuned into Arabsat's video "hotspot" at 26° E. Operating a growing fleet of owned satellites at the 20°E, 26°E, 30.5°E, 39°E and 44.5°E, ARABSAT is the only satellite operator in the MENA region offering the full spectrum of Broadcast, Telecommunications and Broadband services. This capacity will continue to expand with the launching of new satellites, making ARABSAT satellites' fleet the youngest in the region. Arabsat also maintains strategic partnerships with most of the world's leading satellite companies and VAS integrators and with the acquisition of Hellas Sat, one of the leading telecom groups in southeastern Europe. These partnerships and acquisitions continue to expand Arabsat's reach with new orbital slots and frequency rights, allowing customers to reach farther than ever and deliver content and state-of-the-art solutions to any end viewers audience or business partner around the world.

For information on ARABSAT:

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