



## **Magine launches Nautical Channel**

Magine continues to increase its content offering to its subscribers and now introduces a channel long awaited by all fans of water sports. On December 1st the sports channel Nautical Channel is premiering on Magine, strengthening the current offer of lifestyle channels even more.

- We already have a wide offer of lifestyle channels and we know that they are very popular among our users. We are very happy to welcome Nautical Channel to our line-up – it's a unique channel targeting everyone interested in water sports, says Alexander Jamal, Country Manager in Sweden at Magine.

Nautical Channel is the only international tv channel dedicated to nautical sports and lifestyle. It is available to more than 20 million subscribers in 42 countries. The channel shows world class action from the nautical world and covers some of the best competitions in sailing, boat racing, surfing, canoeing and diving. Nautical Channel also shows fascinating documentaries and inspirational travel magazines.

[www.nauticalchannel.com](http://www.nauticalchannel.com)).

Nautical Channel will also be offered on Magine's international platforms, starting with Germany and Spain. In Sweden it will be part of Magine's current offer of 40 channels.

- We are delighted to be carried by Magine and to add value to their offer. After all, water covers 70% of the earth's surface and we bring waters sports and nautical lifestyle to viewers 100% of the time, says Laurence F. Hopper, CEO and founder of Nautical Channel.

The cloud based tv service Magine offers a completely unique tv experience, with no binding period, external technical equipment or hidden fees. The users gets access to the complete channel offering for only 99 SEK per month, including extra services like catch up, twin subscriptions and the possibility to individually manage their tv viewing.

- Magine is tv on your own terms. Tv as it should be. Through Magine subscribers can watch tv whenever they like, wherever they are, and in any way they want, says Alexander Jamal.

**For more information, please contact:**

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Short instruction movie to Magine:

<http://vimeo.com/66824127>