



## **Nautical Channel renews partnership with Dubai International Boat Show**

[03/02/2017] Nautical Channel is proud to announce that it has renewed its partnership with the Dubai International Boat Show taking place between February 28<sup>th</sup> and March 4<sup>th</sup>, 2017.

This partnership will provide Nautical Channel with a key platform to promote the channel to a growing fan base across its existing operators throughout the Middle East and North Africa. It also offers a unique opportunity to produce 'A Day At The Boat Show', which is a 26 minute delayed live program uncovering all the latest innovations in the boating and luxury world.

'A Day At The Boat Show' will be aired on March 3<sup>rd</sup> at 17:00 GMT +1 (20:00 Dubai time) and 20:30 GMT +1 (23:30 Dubai time). The show will broadcast across 52 different countries to yachting enthusiasts worldwide. A special feature of the Boat Show will also be featured on the weekly news magazine, NC Sports.

"We are proud to be an active partner with the Dubai International Boat Show this year. Dubai is a very important market for us as the channel expanded on the local operator Du in 2016 and more recently on the regional satellite operator Selelevision, allowing us to reach and entertain an ever-growing watersports fan base. The Dubai International Boat Show exhibits some of the most exciting yachts and toys that are rarely seen in any other trade show and I personally can't wait to see what this year has in stall." Says Managing Director, Andrew Miller.

"The partnership between the Dubai International Boat Show and Nautical Channel holds great value to us because the channel's core audience and the quality content they deliver has a direct alignment with the interests of the show's visitors. With a number of new launches expected this year, the show is a must-visit for individuals looking to make new purchases, day-trippers wanting to explore an array of outdoor adventures, and families looking to enjoy a range of exciting



features perfect for everyone who loves to be near or on the water,” said Trixie LohMirmand, Senior Vice President, Events Management, DWTC.

**Nautical Channel** is the only international TV channel 24/7 dedicated to nautical sports and lifestyle. It is available to over 20 million subscribers, in 52 countries, in English, French and German. The channel is available on over one hundred international pay TV, satellite, subscriber IpTV, mobile phone, Digital Terrestrial, MMDS and cable TV platforms. From sailing to surfing, the programming wheel captures all the action on the water!

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

**Dubai International Boat Show**, the most trusted and established marine industry exhibition in the Middle East, is located in the Dubai International Marine Club and of yachts and boats from both local and international builders together with the latest innovations in marine equipment and accessories. The multi-award winning show showcases the latest leisure boats, equipment and associated services in the Middle East. Exhibitors include both local and international boat manufacturers as well as the latest innovations in marine equipment and supplies. More than 26,000 international and local visitors attend including key buyers from Bahrain, Kuwait, Oman, Qatar and Saudi Arabia.

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