



Nautical Channel Teams Up With connectiVISION

25/01/2013 - **Nautical Channel** has teamed up with **connectiVISION** to bring the action packed world of nautical sports to airports and hospitals across the USA.

Via this exciting new partnership American travelers and hospital visitors can now expect to see routinely updated content straight from Nautical Channel's official on-air line up. While enriching connectiVISION's portfolio of media, this venture will also provide Nautical Channel an excellent opportunity to entice new American customers to subscribe to the young and expanding channel. Nautical Channel, already boasting a dedicated following in Western Europe, is eager to strengthen its foothold in the USA. Nautical Channel CEO, Laurence Hopper, remarks: "Our number one priority for the USA right now is to raise awareness. Our content is already top notch. We just need to get the word out to the Americans, and this partnership with connectiVISION is one of many ways that we are accomplishing this."

Nautical Channel is available to over 20 million subscribers in 37 countries in English, French, German and Russian. It is on over one hundred international pay TV, satellite, subscriber IpTV, mobile phone, Digital Terrestrial, MMDS and cable TV platforms. The programming wheel covers over twenty interest areas; including everything from extreme water sports to competitive sailing.

www.nauticalchannel.net

connectiVISION is a revolutionary digital company creating dynamic away-from-home TV networks across selective verticals. Its television content strategy provides fortune 500 brands and advertisers with optimal engagement and consumer interaction.

www.connectivision.com

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