

# INSIDE WorldTV

A Newsletter for Preferred Dealers & Installers of GlobeCast WorldTV

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

## Welcome!



**Lisa Coelho,**  
**Director and**  
**General Manager,**  
**GlobeCast WorldTV**

"Welcome to the first edition of Inside WorldTV! This newsletter will keep you informed each month on the happenings of GlobeCast WorldTV from channel launches and technical information to on-going promotions, marketing and incentives. We appreciate your efforts and hope this newsletter gives you the information and tools to continue your direct contribution in making GlobeCast WorldTV the source for international television in the United States."

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## Have You...

Have you seen our website lately?



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

is your source for a current list of programming as well as for general information about the service. If you haven't seen the page in a while, check it out!

## Upcoming Events

**Meet GlobeCast WorldTV at the following events:**

### First Installer Workshop

April 8  
Miami, FL

### NAB

April 18-21  
Las Vegas, NV  
Booth # C2129

Contact Us

**GlobeCast WorldTV Retail**

## CHANNEL LAUNCHES - TECHNICAL

**GlobeCast WorldTV is pleased to announce the following additions to our satellite platform:**



### **BN TV**

Founded in 1998, BN TV is the highest rated TV channel in Republika Srpska and one of Bosnia & Herzegovina's leading channels.

BN presents a 24-hour channel with news and political programs such as PULS, STAV I KONTRASTAV, PREGLED DANA, SVET DANAS, and entertainment programs like NEDELJNO POPODNE, I TO SAM JA, VECE SA VAMA, SLUCAJNI PARTNERI, UZ ŠANK. The primary news program, BN MONITOR, is the highest rated news program in the country.

BN has over 120 employees with news correspondents throughout Bosnia & Herzegovina, Belgrade, London, and Vienna among other cities.

Satellite Coordinates:

**D/L Frequency:** 11,789 MHz

**D/L Polarity:** Vertical

**Symbol Rate:** 25.00 Msymb/sec

**FEC:** 3/4

**Monthly Programming Subscription:** \$ 17.00

**To Order Call:** GlobeCast WorldTV at 1-888-988-5288

**Website:** [www.rtvbn.com](http://www.rtvbn.com)

**Channel:** 54

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### **BVN TV and RNW 1, 2, 3, RVI-1**

BVN-TV broadcasts a variety of television programs for the Dutch and Flemish speakers living in the United States. This channel provides coverage of all major Dutch events such as Sinterklaasdag and Queens Day, documentaries, talk shows, children's television and top quality sports reports, NOS Journal and educational show.

BVN TV also feature 4 accompanying radio channels broadcast in four languages:

■ **RNW 1** – Dutch - Channel 169

## **Relations Team**

### **Marketing, Preferred Programs and Residual Questions:**

#### ▶ **Stephanie Misar**

Dealer & Installer Relations Coordinator

Tel: (202) 383-2757

Fax: (202) 393-4914

[stephanie.misar@globecastna.com](mailto:stephanie.misar@globecastna.com)

### **Bulk Hardware Orders, Technical Questions and Shipping/Handling Information:**

#### ▶ **Robert Antelo**

Dealer & Installer Relations Associate

Toll-free: 1-800-803-7502

Fax: (305) 341-4424

[robert.antelo@globecastna.com](mailto:robert.antelo@globecastna.com)

- **RNW 2** – English – Channel 170
- **RNW 3** – Spanish/Portuguese - Channel 171
- **RVI-1**– Flemish (Belgium) - Channel 173

Satellite Coordinates:

**D/L Frequency:** 11,929 MHz  
**D/L Polarity:** Vertical  
**Symbol Rate:** 22.000 Msymb/sec  
**FEC:** 3/4

**Monthly Programming Subscription:** Free to Air  
**To Order Call:** GlobeCast WorldTV at 1-888-988-5288  
**Website:** [www.bvn.nl](http://www.bvn.nl)  
**Channel:** 153

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### **Pink Extra**

Pink Extra is the companion channel to Pink Plus, which is produced by Serbia's number one television channel RTV Pink.

Pink Extra is a new entertainment program offering sports, music and shows from Bosnia & Herzegovina. This channel will be available as part of the Pink Package.

**Monthly Programming Subscription:** Subscribe to the PINK PACKAGE and watch Pink Extra and Pink Plus TV for \$ 25.99 per month. Existing Pink Plus Subscribers: Add Pink Extra for only \$ 6.00 per month.

**Website:** [www.rtvpink.com](http://www.rtvpink.com)

Current Pink customers have the opportunity to add Pink Extra to their Pink Plus subscription for only an additional \$6/month. Making the Pink Package \$26.99/month. Pink Extra is only available as part of the Pink Package.

Satellite Coordinates:

**D/L Frequency:** 12,053 MHz  
**D/L Polarity:** Vertical  
**Symbol Rate:** 22.000 Msym  
**FEC:** 3/4

**To Order Call:** GlobeCast WorldTV at 1-888-988-5288

Added January 2005.

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## Al Maghribia & Al Maghribia Radio

Al Maghribia "The Moroccan" is a newly created public satellite channel from Morocco.

This new channel is dedicated to the Moroccan community residing abroad, with the objective of maintaining the link between Moroccans around the world. According to the latest statistics, the Moroccan Diaspora stands at more than 2.6 million people. Al Maghribia offers insight into the diverse and multifaceted country of Morocco.

With programs presented in Arabic, French, and Amazigh, Al Maghribia presents viewers a perception of the political and social dynamic in today's Morocco.

As a new channel in its initial phase, Al Maghribia will broadcast from noon until midnight (GMT) with programs from 2M and TVM. Beginning in January 2006, the channel will start to broadcast its own schedule of programs. The programming genres will vary, from economic and news magazines to cultural shows.

Al Maghribia is a joint venture of RTM (Radio Télévision Marocaine) and 2M, under the guidance of the Ministry of Communications of Morocco.

Al Maghribia is available free-to-air (FTA) as a companion channel to 2M Maroc.

Satellite Coordinates:

**D/L Frequency:** 11,789 MHz

**D/L Polarity:** Vertical

**Symbol Rate:** 25.00 Msymb/sec

**FEC:** 3/4

**Monthly Programming Subscription:** Free to Air

**To Order Call:** GlobeCast WorldTV at 1-888-988-5288

**Website:** [www.almaghribia.com](http://www.almaghribia.com)

**TV Channel:** 705

**Radio Channel:** 708

Added in March 2005.

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## Sanskar

Sanskar is dedicated to the Indian Philosophy, Religion and Spirituality solidarity, culture and the dissemination of the vast and timeless knowledge of Sanatana Dharma to the people of the world.

Sanskar programs highlight Hindu bhajans, kirtans, artis, aradhanas and spiritual discourses by respected prominent saints with programming focused on good, healthy living and general well-being.

Documentaries feature places of worship from cities to temples and the various festivals of India, showcases in their true color, sound and splendor, complimented with educational programming and movies.

Satellite Coordinates:

**D/L Frequency:** 11,789 MHz

**D/L Polarity:** Vertical

**Symbol Rate:** 25.000 Msymb/sec

**FEC:** 3/4

**Monthly Programming Subscription:** \$ 10.99

**Special Subscription Offer:** Buy 3 months prepaid - \$ 26.97

**To Order Call:** 1 888-988-5288

**Website:** [www.sanskartv.co.in](http://www.sanskartv.co.in)

**TV Channel:** 59

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## CHANNEL MOVES - TECHNICAL



### Living Asia Becomes Encrypted

Living Asia, the 24-hour English-language channel specifically designed for second and third generation Filipinos, Asians and anyone else interested in Asian travel, history, culture, and commerce became a subscription-based pay channel as of January 2005.

Living Asia programming showcases the best of Asian destinations, culture, cuisine, fashion, and people, are featured in several engaging programming sections: Travel Asia, Young Asia, Advocacy Asia, Trade Asia, and Classified Asia.

Existing WorldTV Subscribers can add Living Asia to their subscription for only an additional \$1.00 per month. New subscribers only to Living Asia pay only \$2.99 per month.

Satellite Coordinates:

**D/L Frequency:** 11,874 MHz  
**D/L Polarity:** Horizontal  
**Symbol Rate:** 22.000 Msym  
**FEC:** ¾

**Monthly Programming Subscription:** \$ 2.99  
**To Order Call:** GlobeCast WorldTV at 1-888-988-5288  
**Website:** [www.livingasiachannel.net](http://www.livingasiachannel.net)  
**TV Channel:** 6

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### **Dandana TV Moves & Becomes Encrypted**

Dandana Channel moved to transponder 3 on Intelsat Americas 5 and also moving to channel 201.

The new Satellite Coordinates are as follows:

**D/L Frequency:** 11,874 MHz  
**D/L Polarity:** Horizontal  
**Symbol Rate:** 22.000 Msym  
**FEC:** ¾

Along with the move, Dandana became encrypted, requiring customers to pay a monthly subscription fee of \$6.99 per month.

Broadcasted from the USA, Dandana TV is the first 24-hour Middle Eastern music video channel in North America, specializing in Arabic music video clips, concerts, festivals and musical programs.

Dandana TV programming includes local entertainment events and reality shows for the Arabic American community, exciting interactive show features allowing viewers to vote for Top10 songs and favorite shows by phone, emails and text messaging in addition to chatting with our super stars and hosts during live shows.

Dandana TV is the only Arabic music channel that is growing in popularity among second-generation Arabs and non-Arabic speaking groups.

For customers who already have Globecast WorldTV set-top box, all they need to do is pay either a one-year or six-month subscription rate, and activate their smart card by calling 1-888-988-5288.

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### **Didar TV Moves**

Didar Global TV moved from transponder 7 to transponder 26 and can now be found on channel 2.

Satellite Coordinates:

**D/L Frequency:** 11,867 MHz

**D/L Polarity:** Vertical

**Symbol Rate:** 22.00 Msymb/sec

**FEC:** 3/4

Didar Global TV features the best in Persian news and entertainment on a global level, and is broadcast from California.

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### **JSTV Update**

JSTV is changing positions and has moved to channel 213 on Transponder 8. In order to view the channel, viewers should retune their receivers to the following coordinates:

Satellite Coordinates:

**D/L Frequency:** 11,873 MHz

**D/L Polarity:** Horizontal

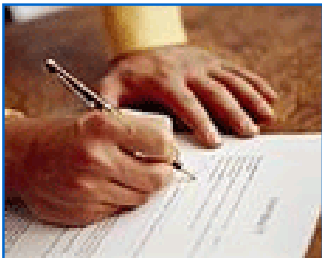
**Symbol Rate:** 22.00 Msymb/sec

**FEC:** 3/4

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## **DEALER AND INSTALLER RELATIONS**



### **New Applications Available -- Updating Preferred Information**

Recently, all Preferred Dealers and Installer in the GlobeCast WorldTV network received a letter asking you to submit new application materials.

Why are we making that request? Increased customer service.

We want to make sure we have the most recent information on file for your business. In addition, we also want to make sure we

have up-dated proof of business insurance, business license and federal tax id information on file.

The new application packages are available online at [www.globecastwttv.com](http://www.globecastwttv.com). The three packages: Preferred Dealer, Preferred Installer or Preferred Dealer & Installer are available by clicking on the local installers tab on the top navigation bar. On the next page, scroll down to the bottom and click on, "[Click here](#)" to find out how to become part of the GlobeCast WorldTV Preferred Programs". Select the application package at the top of the page that pertains to your business. Sign and complete all requested information and fax to 202-393-4914.

Please help us with this request, as it allows us to serve you better and keep you informed of all the new and exciting information, programming and tools we are unveiling for dealers and installers this year!

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### **Installer/Dealer Residual Program Launch April 1**

The Preferred Dealer & Installer Residual Program will launch April 1, 2005, giving GlobeCast WorldTV Preferred installers the chance to receive payment for attaining and retaining customers for subscription channels.

Installers already authorized in the GlobeCast WorldTV Preferred programs should contact the Retail Relations Department at 202-383-2757 and ask for a copy of the Residual Agreement document.

Installers or reps with channels who are not authorized as Preferred Dealers and/or Installers with GlobeCast WorldTV should submit a dealer and/or installer application package available on [www.globecastwttv.com](http://www.globecastwttv.com). Once authorized, they should request a Residual Agreement document from GlobeCast WorldTV at 202-383-2757, as well.

### **Dealer Associate Contacting Retailers**

As an on-going project to continue increased customer service, dealer associate Robert Antelo will be contacting GlobeCast WorldTV Preferred Dealers & Installers to gain feedback regarding the product, services and what we can do to make selling the product easier for you.



We feel this candid sharing of information is invaluable and we

are interested in what you think about the industry, product and your role in that process.

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## MARKETING



### Zip Code Interface Project/Software

We are working on a re-design of the [www.globecastwttv.com](http://www.globecastwttv.com) website that will feature a new zip code searchable database of nationwide dealers and installers. The service will help customers locate installation

professionals with ease, and also be a valuable sales tool for your business.

To help us with that project we ask send a list of the zip codes your business provides service to and fax it to 202-393-4914 by April 13. If you have already done this, thank you for your assistance with the project.

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### Upcoming Resources to Help You Sell!

The GlobeCast WorldTV Retail Relations and Marketing Departments continue to work on initiatives to help you easily market the GlobeCast WorldTV home satellite system and the over 130

channels available on the platform.

This includes the soon-to-be implemented showroom marketing kits complete with service vehicle logo decals, showroom logo signage, brochures, channel guides, brochure holders, freebie items for potential customers, window logo decals and installer incentive items. These kits will be distributed throughout the year to installation businesses with proven performance through retail and installation.

In addition, another simple marketing tool you may utilize is linking your business website to GlobeCast WorldTV's consumer website: [www.globecastwttv.com](http://www.globecastwttv.com). If you have not done so already, we ask that you please add a link from your website to the GlobeCast WorldTV site to help you provide the best customer service



possible and also allow your customers easy access to information on channels, their home satellite system/technical information and also serve as a marketing tool for potential customers visiting your site.

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## TRAINING



### **First Trial GlobeCast WorldTV Installer Training**

The GlobeCast WorldTV Retail Relations department is excited to unveil the first time effort of a national installer training program. The proposed workshops schedule includes:

Hands-on training, with focus on:

- Tools Required
- Mounting Location
- Dish Assembly
- Locating the Satellite
- Grounding and Local Codes
- TV Set-Up with RCA/Coax Options
- Cable Preparation
- Marketing Crash Course
- The Niches in Your Area
- Simple Marketing Tips
- Incentive Program Overview
- New Promotions
- Marketing Kit Distribution

We will be holding the first trial workshop on April 8 in Miami and will continue to conduct workshops throughout the country this year. Please look forward to an announcement of additional dates, cities and workshop partners soon.

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For more information, please visit us on the web at [www.globecastworldtv.com](http://www.globecastworldtv.com)