

**27 June 2014**

## **NEW BRAND FOR PANAMA TV OPERATOR**

### **+TV Digital launches new image**

Cable & Wireless Panama (CWP), a Cable & Wireless Communications business (CWC), has rebranded its TV operation, +TV Digital, ahead of a planned investment programme to extend its network and reach new customers.

CWC has launched Project Marlin, an uplift in its investment into its Panama and Caribbean markets which will see the company's capital expenditure increase to just over US\$1 billion over the next three years. The company will invest to extend +TV Digital's fibre coaxial network in urban areas and target rural areas through deployment of direct-to-home satellite services.

+TV Digital was launched in 2009 and increased customers by 14% in the 2013/14 financial year. It was the country's first digital TV service and broadcasts 260 channels (52 in high definition). The channels provide varied programming for the whole family. +TV Digital's Channel 1 also broadcasts Video On Demand content accessible 24 hours a day, including films, children's programmes and documentaries.

This is the first rebrand since +TV Digital was launched in 2009. The new brand has been designed to communicate an image that is compelling to customers: entertaining; modern; innovative; dynamic; fun; youthful; always in fashion; and reliable.

An above-the-line marketing campaign will introduce the new logo and the strapline, 'More entertainment. More possibilities'.

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### **About Cable & Wireless Communications**

Cable & Wireless Communications is a full-service communications business. We operate leading communications businesses offering mobile, broadband and domestic and international fixed line services in most of our markets as well as pay TV, data centre and hosting, carrier and managed service solutions. Our operations are focused on providing our customers - consumers, businesses, governments - with world-class service. We are the market leader in most products we offer and territories we serve. For more information visit [www.cwc.com](http://www.cwc.com).

## **About Cable & Wireless Panama**

Cable & Wireless Panama (CWP) is a Panamanian telecoms company. We are jointly owned by Cable & Wireless Communications (49%), the Government of Panama (49%) and our employees (2%). Cable & Wireless Communications has both management and Board control.

We are the market leader in the provision of fixed, mobile and broadband services in Panama. We are also a major supplier of pay TV and enterprise services.

We are committed to contributing towards the social and economic development of the country through investing in projects and programmes to provide equal access to telecommunications, closing the digital divide and promoting access to new information technology. One example of this is our social telecoms projects (telecoms-enabled public services) which are helping to improve medical services, education and public safety across Panama.

For more information, please visit: <http://www.cwpanama.com>

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