



TELLEMENT MONACO



MONACO TELECOM PROVIDES CHINESE TV

Deal signed at World Expo in Shanghai

Monaco Telecom, a Cable & Wireless Communications company, has signed a content deal with China International Television Corporation (CITVC) to show its channels within the Principality.

The new channels will assist the Government of Monaco in its campaign to attract Chinese tourists and business. Monaco has been seeking to attract Chinese tourists for several years and opened a Shanghai representative office in 2008. The Chinese are expected to become the fourth most important tourists in the world by 2020, with more than 100 million travelers each year, according to Monaco-iq, a business intelligence web site.

Under the arrangement Monaco Telecom will provide four new channels through its TVBox service: CCTV-4 (in Chinese) CCTV News (English), CCTV French and CCTV Spanish. Monaco Telecom already offers 180 channels to customers of TVBox, a TV over broadband (IPTV) product.

Monaco Telecom launched its TVBox service in June 2010 to coincide with the Principality's digital switchover. It now has over 16,000 TV customers.

Martin Péronnet, Chief Executive, Monaco Telecom, signed the agreement alongside Mr. Li Jian, President of CITVC. Also in attendance were His Sovereign Highness, Prince Albert II of Monaco, Michel Dotta, Chairman of Monaco Chamber of Economic Development and Mr. Wei Ping, Vice President of CITVC.

The content agreement was signed during World Expo 2010, at the end of a three day visit by a trade delegation from Monaco.

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Notes to Editors

Photo caption

(l-r) Mr. Li Jian, President of CITVC, Mr. Wei Ping, Vice President of CITVC, HSH Prince Albert II, Martin Péronnet and Michel Dotta, Chairman of Monaco Chamber of Economic Development.

About TVBox

Monaco Telecom's TVBox provides up to 58 free channels with the 'starter package'. Over 120 further channels are available by subscription to one of the pay package options. Those channels include Discovery, MTV Base and Nickelodeon, plus High Definition channels including Eurosport, MTV and the Disney Channel.

The TVBox is equipped with a 160GB hard drive allowing 80 hours of recording with live programme control. Other features on the TVBox include an interactive programme guide, Video on Demand, and an iPhone remote control through an iPhone application. Customers of TVBox also have the ability to wirelessly stream content around the home. The Monaco Telecom's TVBox received the prize for the best television services solution at the last IPTV World Forum in March 2009.

For more information visit www.monaco.mc

About CITVC

CITVC is a wholly owned subsidiary of China Central Television (generally abridged to CCTV). The government owned CCTV is China's principal public television network. It broadcasts 19 channels. CCTV broadcast its first program on September 2, 1958 as Beijing TV and rebranded as CCTV on 1 May 1978. Today, CCTV, led by the Chinese Government, continues to develop its programs and broaden its audience, as evidenced by the launch in July 2009 of a CITVC channel in Arabic.

About World Expo 2010

World Expo 2010 took place from May 1 to October 31 2010 in Shanghai. The event promoted the exchange of economic, scientific, technological and cultural ideas: 242 countries and international organisations were represented; 100 foreign leaders were received over the course of the Expo; over 70 million people visited the event. The Monaco Government invested €10.5 million in its stand at the World Expo 2010 and welcomed 6,300 visitors on the first day and 2.3 million visitors at the end of the show.

About Cable & Wireless Communications

Cable & Wireless Communications is a global, full-service communications business. We operate leading telecommunications businesses through four regional units – the Caribbean, Panama, Macau and Monaco & Islands. Our services include 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

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