



Outdoor Sport Channel® chooses Globecast for worldwide distribution of content

Los Angeles, CA, March 25th, 2020 — [Globecast](#), the global solutions provider for media, has announced a multi-year partnership with United Kingdom/Netherlands based [Outdoor Sport Channel](#) for the distribution of its HD & 4K content to MVPDs (multichannel video programming distributors). The deal includes the distribution of the linear channel and video-on-demand content on all platforms including CATV, DTH, IPTV, OTT and smart TVs for North America, South America, Europe, Russian Federation, Asia-Pacific, and exclusively in the US.

Globecast is a leading provider of both content aggregation and end-to-end media delivery for network programming from around the globe. Globecast is a preferred content provider to most US major MVPDs with direct and dedicated fiber feeds from its broadcast center in Culver City, CA. This latest deal further adds to Globecast's growing Content Acquisition, Aggregation, & Distribution (CAAD) business.

Henk van Meer, Founder & CEO of Outdoor Sport Channel® commented, "In order to further maximize our worldwide distribution, we teamed up with Globecast as they are the ideal partner to help us 'go global' because that is what they do best. Globecast understands today's operator & TV audience needs and we are keen to market, offer, and sell our channel to each and any distributing operator on the planet with a long-term vision."

Outdoor Sport Channel® HD is an international, 24 hour global sports television network featuring a vast array of outdoor, action, summer, winter sports and sports news. It distributes its HD programming worldwide via CATV, DTH satellite, IPTV, OTT, broadcast over IP, VOD, and mobile platforms.

“This distribution agreement demonstrates our value in delivering content to all types of operator platforms and our ability to partner with quality programmers to extend their reach to distributors globally. We’re eager to be working with Outdoor Sport Channel® to bring its exciting and unique international sports content to the world. It continues to affirm our successful approach to our CAAD business line,” said Berto Guzman, VP, Head of Content Acquisition, Aggregation and Distribution for Globecast Americas.

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About Outdoor Sport Channel®

Outdoor Sport Channel® – Global Outdoor Sports Television®
Established in 2007, the industry’s first and leading international Sports TV Channel covering an immense array of sports. Outdoor Sport Channel® is a unique and leading International 24 hour global sports television network featuring a vast array of outdoor, action, summer, winter sports & international sports news. Our programming is simply unique! For the past thirteen years, Outdoor Sport Channel® has grown exponentially and is now a household name in the majority of international markets.

<https://outdoorsportchannel.net/> | [LinkedIn](#) | [Twitter](#) | [Instagram](#)

About Globecast

Globecast helps customers to manage content and to deliver it wherever, however and whenever required. The company provides agile and seamless content acquisition, management and distribution services globally, constantly innovating and investing in new technologies to create customer-centric new services. Globecast has created the number one global hybrid fiber and satellite network for video contribution and distribution. It delivers any type of video service including: TV Everywhere OTT, satellite, cable, video-on-demand and CDN delivery using cloud-enabled media solutions. It supplies Content Acquisition, Aggregation and Distribution (CAAD) services to over 250 networks. www.globecast.com | [LinkedIn](#) | [Twitter](#)

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