



## **TSL Lands Major System Integration Deal for Sky News Arabia**

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TSL has signed a major deal to deliver technical fit out of studios, production and broadcasting functions for Sky News Arabia, the new Arabic language 24-hour rolling news channel due to launch in 2012 across the Middle East and North Africa.

Sky News Arabia is a joint venture between British Sky Broadcasting (BSkyB) and Abu Dhabi Media Investment Corporation (ADMIC), a private investment company based in Abu Dhabi.

Available in both HD and SD formats, Sky News Arabia will broadcast free-to-air to over 50 million households across the MENA region and will also be available on the Sky platform in the UK.

Based in Abu Dhabi, Sky News Arabia will offer world class independent news across multiple platforms.

TSL begins work on the project immediately. TSL Managing Director David Phillips said, We are of course delighted to have won such a prestigious and high profile project. The establishment of our Middle East office two years ago is proving to have been an excellent investment, by giving TSL expertise readily available on the ground to pursue, deliver and support business in the region. This is a highly significant addition to our other recent local projects which include ongoing work for OSN and twofour54 in the UAE together with North West University in Qatar, adding to other systems recently built worldwide by TSL at MediaCityUK and TV New Zealand.

Phillips added, TSL has always been recognised for our high quality in this region but with an expanding local presence we can now offer that same TSL quality at a highly competitive price.