

ATN launches 6 new Channels on Bell Fibe TV

Written by Australian Business

TORONTO, Nov. 4, 2013 /CNW/ - Asian Television Network International Limited (ATN) (TSX-SAT), Canada's largest South Asian Broadcaster, is pleased to announce the launch of 6 Canadian channels on Bell Fibe TV. 4 of the 6 channels launched are in collaboration with India's largest Terrestrial Broadcaster Doordarshan and 2 in collaboration with Sri Adhikari Brothers Television Network Ltd. This follows the launch of DD Sports on ATN SPORTS earlier this year which takes the total Doordarshan channels launched by ATN to 5. These new Six Channels are PREMIERING ON BELL FIBE TV which is owned and operated by Canada's Largest Communication Company Bell Canada.

The channels launched are

ATN-DD India: General interest channel

ATN-DD News: News and current affairs channel

ATN-DD Bharati: Cultural and lifestyle channel

ATN-DD Urdu: General interest channel in Urdu Language

ATN-Dhammal: Comedy channel

ATN-Masti: Music channel

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"India is the World's largest democracy and has a population of over a Billion People. We are delighted to be associated with the launch of India's Official National Broadcaster Doordarshan which is similar to the BBC in the UK and CBC in Canada

. We are also delighted to launch two popular Hindi Channels Dhammal and Masti from Sri Adhikari Brothers

in
India

who founded the ever popular SAB TV which is currently owned by SONY " said Dr.

Shan Chandrasekar President

and CEO of ATN, "We have aggressive plans to add substantial value to our Diaspora and enhance our strong Customer base on a Consumer oriented Pick and Pay Model across Canada

" he added.

Doordarshan channels are owned and operated by the government of India. Many South Asians of Indian origin living in

Canada

have grown up watching Doordharshan in
India

and have a very patriotic feel towards the channels that represents their heritage in a major way. The channels will provide general entertainment as well as they will cover various unilingual communities across

Canada

who hail from the Indian sub-continent. Bell Fibe TV has risen to the occasion instantly in their ability to launch more channels and have launched these channels with a view to satisfying not only the business end of this but also to ensure that the South Asian community in

Canada

are catered to in all possible ways including the launch of such channels especially when it will bring back memories of their childhood and culture in many ways.

Sri Adhikari Brothers Television Network Ltd. (SABTNL) is a pioneer in the field of Indian Media and has gone through various stages of growth over the last 25 years and has been producing multi-lingual, multi-genre content. It already has an established regional presence in various Indian languages including Marathi, Gujarati, Tamil, Telugu and Kannada amongst others.

About ATN - Asian Television Network International Limited:

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ATN serves Canada's diverse cultural communities with 46 specialty television channels. The Company offers its flagship ATN-HD general interest service, 4 Bollywood movie channels and a variety of channels that include 3 sports Channels, 3 news Channels, 3 music Channels, 3 lifestyle Channels, 3 Chinese Channels, 6 Punjabi channels, and several regional language channels. ATN operates a South Asian Radio Service on Satellite Radio across

The United States

and

Canada

. Some ATN content is also available on any Bell mobile phone that supports video. ATN has programming alliances with leading international broadcasters like Star Network (News Corp), Sony Entertainment Television, Viacom, Times Television Network, B4U Network, NDTV and many more. ATN channels are available on various Cable, Satellite and IPTV Platforms across Canada

like Shaw Cable, Bell TV, Rogers Cable, Bell Fibe TV, TELUS Optic TV, Cogeco Cable, and Others.

We rely on safe harbour provision.

SOURCE Asian Television Network International Limited