

ECS Introduces Unique Cost-Effective Promotion and Advertising TV Media in Sub-Saharan Africa

Launches NaTV Media Channel to Advance Advertising, Sales and Promotion in Nigerian, South African, Zimbabwean and Zambian Markets

London- December 9, 2014: ECS European Communication Services (www.ecs-tv.com) today announced that it has launched a new TV technology media tool for cost effective promotion and advertising in Sub-Saharan Africa. The new TV media is being broadcast over the most popular satellite for Sub Sahara, the same that is used by DSTV, My TV and other widespread TV platforms, whose main penetration is in Nigeria and South Africa.

ECS is already using the technology to broadcast its own branded NaTV (Narrow Broadcasting TV) channel, where it offers air time slots to the market.

The new TV media tool, to which ECS holds exclusive rights in Africa, is ideal for SME advertising, NGO promotion, faith-based messaging and local advertising markets. The media eases access for these organizations to Free-to-Air, Direct-to-Home broadcasting. Using the popular Intelsat 20 broadcast satellite, the media delivers messages to a wide region where broadband Internet is often insufficient and suffers from irregular reception.

For organizations wishing to have their own 24/7 TV channel, the cost is approximately 60 percent less than a regular TV channel. Alternatively, ECS offers air time slots on its existing NaTV channel starting from three minutes per hour equaling 2160 minutes per month.

The new media plays a collection of color slides one after another on air, accompanied by Audio and scrolling text enabling the promotion of messages or advertising in a rich TV broadcast experience. The 24/7 channels are managed by the customer from their own computer. Furthermore, the system allows interactive features as SMS, voting, wagering and chats, thus giving it great social media impact.

According to Mr. Eran Avni, CEO of ECS, "The new media broadcast to millions of households in Sub-Saharan Africa and is a tremendous platform for organisations and businesses to develop cost effective and easy to implement promotional campaigns. With instant updating capabilities, this media enables users to quickly and easily change

messaging to reflect new deals and events. Organisations can use the system to support activities and NGOs can capture viewers' attention to inform them of potential hazards and essential news. "

Avni continued, "ECS' media offers an attractive opportunity to deliver messages to millions in Sub Saharan Africa including Nigeria, South Africa, Zambia and Zimbabwe. We are opening a huge market, with a range of affordable pricing, to new customers who have never before promoted their activities using TV media."

NaTV can be watched at Intelsat 20, Frequency: 12.522, Symbol Rate 27,500 (DVBS/Mpeg2)

About European Communication Services:

ECS is a worldwide provider of distribution and broadcasting services for Video, Audio and Data, covering Europe, the Middle East, Asia, Africa, North and South America and Australia. Operating at the heart of the broadcast, satellites and media communication markets, ECS leverages the foremost networks, ground services, satellites solutions and services in the digital world to provide turnkey solutions. ECS offers a comprehensive range of services for connectivity to destinations in all corners of the globe, including: playout, channel management, uplink, downlink and turnaround, encryption, video monitoring and services for IPTV platform operators. ECS provides Transmission Services between United Kingdom\Europe and Africa for broadcasters and direct to home distribution at both sides and for TV channels over Europe and UK by SKY, Freesat, Hot Bird and EuroBird 9 and for European channels over Africa.

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