



## **ECS Turns Libya's Al Shorooq FM Radio into Narrow TV Channel (NaTV)**

ECS developed and deployed a two-pronged distribution programme for Libya's Al Shorooq FM radio station. ECS turned Al Shorooq into a Narrow TV channel (NaTV) with images and a ticker that are distributed, alongside the radio signal, throughout the Middle East and North Africa. In addition, ECS is now delivering Al Shorooq's radio signal around the globe via Internet access.

ECS' technical team collects the Libyan radio's FM terrestrial signal, re-encodes it and sends the signal from Libya to ECS' London HUB. There the signal is stabilized and rerouted via an uplink station, but now with visual creating the NaTV channel, over to the Middle East and North Africa via Nilesat.

Al Shorooq's Narrow TV Channel consists of a collection of color slides played one after the other on air accompanied by audio. The channel is Free to Air, available 24/7 and the results on screen are impressive.

Because no broadcast equipment is required to create NaTV content, production costs are extremely low, especially as there is no need to purchase any content rights. Also NaTV's narrow bandwidth is cost effective in comparison to a standard SD TV channel.

ECS's NaTV was chosen by Al Shorooq FM radio's management as the ideal solution to reach their direct to home audiences located in Arabic speaking countries and worldwide by the Internet.

From its Libya broadcast center, Al Shorooq has now placed itself in the international marketplace with a Narrow TV channel bringing its messaging, advertising and programming to a large regional audience and a global radio presence.

### **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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