

## **AlterPoP Powers the First Asian Channel in France.**

*Paris, November 24th, 2015*

AlterPoP, a leading service provider of managed content preparation, playout and multi-platform delivery services, has been selected by C-MEDIA to provide a comprehensive suite of playout and distribution services for the launch of Mandarin TV, the first Asian channel in France.

Live since November 2 on Freebox TV, and soon available from other operators, Mandarin TV is born out of the desire by Mister Chen Shiming, the founder of the C-MEDIA Group, to promote the Chinese culture and to facilitate the integration of the Asian community living in France. Having no experience in TV, C-MEDIA had to rely on a company able to provide sound guidance and counseling as well as powerful solutions in keeping with its ambitions.

« The AlterPoP Team carefully listened to our requirements right from the start », declared Sylvie Chen, Director at Mandarin TV. « They remained closely in tune with our interests and needs throughout the creation and implementation of our channel and provided the solution that best suited our project and budget. Their expertise and responsiveness has enabled us to launch Mandarin TV in barely 3 weeks.»

As with each of its projects, AlterPoP provided a tailored solution to Mandarin TV. As well as choosing an intuitive and future-proof Traffic System, AlterPoP delivered training in media asset management and playlist scheduling. On a day-to-day basis, AlterPoP manages content preparation, playout and delivery to the Free platform. AlterPoP provides a secured environment for playout and media transfers. In order to prevent dead air, the playout system benefits from an advanced compliance-recording module, which includes a time shifting feature for resynchronization of the back-up playlist. A 24/7 shared surveillance service provided by AlterPoP experienced operating team further enhances security.

« The immediate success encountered by Mandarin TV strengthens our conviction that it is essential to provide a turnkey, secure and end-to-end solution but that a hand in hand collaboration with the broadcaster teams is also key to success, » added Dimitri Vrignaud, COO at AlterPoP.»

### **About C-MEDIA**

C-MEDIA is a Sino-European media group, which owns an advertising network, an audiovisual production company, a public relations firm as well as a TV channel called Mandarin TV. Founded by Chen Shiming, C-MEDIA aims to promote the Chinese culture in Europe as well as to facilitate the integration of the Asian communities living in France.

### **About AlterPoP**

AlterPoP is a playout Centre dedicated to broadcasters looking for a tailored, reliable and cost-effective solution. More than 50 TV channels rely on the power and flexibility of AlterPoP services for the preparation, playout and multi-platform delivery of their content and rich graphics as well as for a 24/7 supervision of their TV signal.

[www.alterpop.fr](http://www.alterpop.fr)

### **Press Contact**

Stephanie Boisset

Move Forward

Email: [s.boisset@moveforward.fr](mailto:s.boisset@moveforward.fr)

Tel: +33 (0) 682 337 613