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AL JAZEERA MEDIA NETWORK SIGNS INTERNATIONAL BROADCAST PARTNERSHIP AGREEMENT WITH TECHLIVE INTERNATIONAL



Al Jazeera Media Network has signed a partnership agreement with Techlive International, which will extend Al Jazeera English and Al Jazeera Arabic news channels across Techlive's portfolio of International channels and open up a potential market of over 300,000 screens within hotels and hospitals.

Techlive has been providing leading content for over 30 years with a comprehensive content portfolio and complete global TV service in hotels and healthcare sectors. Techlive created the world's first hospitality cloud-based movie streaming service airtime, which is compatible with leading Smart TV providers - Samsung, LG, and Philips android. The service is available in 188 countries, requiring no additional hardware, with flexible commercial models to enable outstanding entertainment during guests' stay.

"As Techlive continues to grow its presence globally, our partnering with Al Jazeera Media Network will

enable us to offer additional quality international news to travelers staying in hotels and those in hospitals," said Tim Worrall, Managing Director at Techlive. "This collaboration with Al Jazeera is in-line with Techlive's strategy to strengthen the company's current portfolio of international channels and content packages we offer to the hospitality sector."

Abdulla AlNajjar, Executive Director of Al Jazeera Network's Global Brand Communications, said, "I am delighted with this new partnership agreement with Techlive International. By providing Al Jazeera News Channels to hospitals and hotel guests via Techlive, we will be able to reach out and serve an additional and diverse genre of audiences."

He further added, "Techlive's long-term association with the hospitality industry combined with Al Jazeera's forte as a credible and reliable source of news and award-winning programs from around the world makes this an important partnership."

Al Jazeera Channels are currently available to guests in over 1.6 million hotel rooms around the world.

Al Jazeera Media Network

Launched in 1996, Al Jazeera was the first independent news channel in the Arab world dedicated to providing comprehensive news and live debate. It challenged established narratives and gave a global audience an alternative voice, one that put the human being back at the centre of the news agenda, quickly making it one of the world's most influential news networks.

Since then, it has added new channels and services while maintaining the independent and pioneering spirit that defined its character. Each subsidiary follows the same principles, values that inspire it to be challenging and bold, and provide a 'voice for the voiceless' in some of the most underreported places on the planet.

From its headquarters in the Middle East, to the broadcast centers and more than 70 bureaus around the world, Al Jazeera strives to deliver content that captivates, informs, inspires and engages.



Website:
www.aljazeera.com



Techlive International

Techlive, the innovator in hospitality technology solutions was founded 30 years ago to provide content service to the hospitality sector. The company is part of the SCCI Group, the network infrastructure, broadcast, finance, and engineering company. The mission of Techlive is to be the global leader in delivering cloud-based movie and linear TV content to hospitality and other B2B markets.

The company created and launched the only hospitality cloud app Airtime in 2017 for delivery of a wide range of content to Smart TVs, which is now available in 188 countries. It also delivers traditional server-based content services to Systems Integrators in over 50 countries via its own studio approved Content Distribution Network (CDN).

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