

earthTV - Your Daily View of the World LIVE on The Weather Channel

The Weather Channel has commenced a partnership with earthTV to provide viewers with a 90 second visual journey to the world's most intriguing destinations, with 360 degree pans and bird's-eye views.

"The affiliation between earthTV and The Weather Channel demonstrates that our programming aims to showcase more than just our core expectation of weather forecasts." said Julian Delany, General Manager of The Weather Channel

earthTV will broaden The Weather Channel's broadcast providing viewers with relevant vision that will complement current forecasts both here and abroad.

"It's an obvious fit for both organisations and something we've been hoping to make happen for some time." said Delany.

earthTV's **The WORLD LIVE** will air on The Weather Channel 90 seconds prior to the hour. **The WORLD LIVE** is the most successful daily programme out of Europe, reaching over 2 billion viewers in 160 countries.

Thomas Hohenacker, earthTV's President added that, "earthTV's programming currently airs on more than 50 networks and platforms worldwide, and we are delighted to add The Weather Channel, too. Both our organizations have a track record of innovation and we look forward to building a firm partnership with The Weather Channel".

About earthTV

Launched in 2002, earthTV utilises its patented, remote-controlled camera technology to produce daily live programming from its network of more than 70 remotely-controlled cameras around the world. Programming produced by earthTV appears daily on more than 50 TV channels worldwide, as well as on mobile and online platforms. earthTV is part of the TELCAST Media Group, headquartered in Munich, Germany.

About The Weather Channel

Australia's premier 24 hour weather channel offers up to the minute reports throughout the day. The Weather Channel springs into action during severe weather and supplies local weather on-demand through its world class interactive television service – Weather Active. A dedicated team of meteorologists, weather presenters and environmental hosts provide weather analysis and environmental news from around the nation and the globe. The Weather Channel is part of XYZnetworks.

www.earthTV.com

www.weatherchannel.com.au

**The Weather Channel is available on FOXTEL and AUSTAR on
Channel 603.**

The Weather Channel is produced by leading television channel and program production company XYZnetworks. XYZnetworks owns and operates seven leading brands including The LifeStyle Channel, LifeStyle FOOD, Channel [V], [V]2, MAX, Country Music Channel and The Weather Channel. XYZnetworks also owns Arena TV, distributes global giant Discovery Channel and jointly owns kids powerhouse Nickelodeon and Nick Jr. Collectively the channels reach more than 4 million* television viewers. XYZnetworks is equally owned by FOXTEL and AUSTAR.

*Source – OzTAM

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