

FOR THE TRAVEL PROFESSIONAL

TravelBizMonitor

VOL 4 | ISSUE 18 | PAGES 24

www.travelbizmonitor.com 1

10 NEWS

TRAVELBIZMONITOR | FEBRUARY 16 - 28, 2011 | www.travelbizmonitor.com

EBPL launches Explore Travel Channel in India

Headquartered out of Mumbai, India, EXPLORE Broadcasting Private Limited (EBPL) has launched Explore Travel Channel in India. The company is aiming to target audiences from different cultural, social and economic backgrounds of India binding them to their common interest as travellers. The company produces most of its own audio-visual content.

The objective of the company is to create and produce highest quality of television programmes

promoting world travel and tourism, to be broadcasted by itself or by other channels, via satellite or any other medium. These programmes should aim to simplify and demystify travel and engage audiences to new destinations, cultures and its people.

As per the company release, Explore Travel Channel has broad spectrum of topics and programme genres in travel and tourism such as topical evening schedules, documentaries, travelogues, interviews, music,

informative programmes to discover other people, regions and ways of life, to experience their culture and better understand political and social developments in today's world.

The programmes can be received across India seven days a week, 24 hours a day, via cable network and satellite:- Satellite – INSAT 4 A (83 degrees East), Downlink Frequency – 4054 Mhz (Horizontal – Linear); Symbol Rate – 13.23 Msps, FEC – 3/4, Compression Standard – MPEG – 4. ■

—By TBM Staff | Mumbai