



Press Note

PEPPERS Becomes India's First Regional TV Channel on Mobile

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PEPPERS, a Tamil General Entertainment Channel has just launched its offerings on the mobile platform making it the first regional channel in India to be streamed on mobile phones. With its innovative content, it has built a large viewership base and this is a new initiative to move closer. PEPPERS is now available on mobile phones at <http://m.pepperstv.com>

"With this launch, Entertainment becomes handy for all and you can carry it. PEPPERS is the first regional channel to usher TV viewers in a new way to watch programmes on their mobile. Now you don't have to miss any of your favourite programs. We are extremely passionate about delivering the most sought-after entertainment content to the excitement of our ever increasing viewership, converging the Media, Entertainment and Gadget for a 360-degree enjoyment," said Mr. M Nachiappan, Creative and Managing Director, Peppers Media Pvt Ltd.

PEPPERS TV can be watched on Apple iOS Based devices, Blackberry, Nokia, HTC, Samsung, Other Windows, Androids & Symbian OS based devices. This will allow viewers to catch their favourite programs anywhere in the world, making it a truly global experience.

PEPPERS TV uses single channel multi-bit rate Transcoding technology to bring viewers an enhanced user experience on the mobile. The high end Satellite Content Capture uses optimized Satellite Feed and Transcodes this for Multiple Bitrates and pushes the feed to CDN for Delivery providing wonderfully clear visuals and audio. The dynamic technology employed uses the components of single video source, multibit rate encode, multisource delivery technology, leveraged over Akamai's global CDN Cloud Network Partnership for world class video delivery. PEPPERS TV is also being streamed on the web at www.pepperstv.com. The crystal clear experience makes viewing a pleasure. With mobile and web streaming, PEPPERS TV has gone beyond geographical boundaries to truly turn in the heat!

PEPPERS Entertainment Television is a Tamil entertainment channel that seeks to redefine entertainment. It brings wholesome entertainment that blends together fun, interactivity, entertainment, talent and knowledge in the right proportion. A fresh upbeat approach with innovative programming is winning the hearts of viewers.

Chennai Pattinam, Paadal Pirantha Kadhai, Dhinam Dhinam Darisanam, Nizhalum Nijamum are few worth mentioning among many of its popular programmes.

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