

Etisalat's E-Vision gears up for CABSAT 2018

E-Vision will highlight latest content aggregation and management solutions during the exhibition

DUBAI, XX January 2018: E-Vision, a fully owned subsidiary of Etisalat, today confirmed its strong presence at CABSAT 2018 Middle East and Africa's largest broadcast digital media and satellite expo being held during 14-16 January at Dubai World Trade Center.

With an extensive experience in the region in sourcing TV content for telcos, ISPs and pay TV operators in the MENA region, E-Vision is gearing up to meet business partners for potential collaboration in the field of TV channels licensing, video-on-demand acquisition, content strategy, video OTT solutions, 4K, and eHospitality at the event.

Humaid Rashid Sahoo, CEO E-Vision, has expressed renewed trust to provide business partners with content acquisition expertise and the latest TV content distribution technologies.

"We look forward to our participation at CABSAT giving us an opportunity to showcase our latest and innovative content solutions. This year we plan to introduce our new eJunior app, which offers On-Demand over 1,500 hours of carefully curated content for children. The launch is part of our long term strategy to secure content and collaborate with leading OTT SVOD players in the region for customised solutions to meet video business offering to mobile subscribers. With our content sourcing capabilities, E-Vision is enabled to develop leading original TV channels such as eJunior, and e-masala, as well as original content and programs tailored to different markets".

For over 17 years E-Vision has secured content for multiple Pay TV and OTT services from major Hollywood Studios, Bollywood and the latest Arabic productions as well as leading TV channel providers from around the globe like recently BBC and Exclusive deals with Fox and MBC group.



E-Vision is a pioneer and trusted content aggregator in the region, providing a comprehensive turnkey solution for content acquisition and management for IPTV platforms and multi-screen (OTT). E-Vision currently operates in UAE, KSA and Pakistan, serving over one million subscribers.

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Press release issued by Corporate Communication Department – Etisalat

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