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Basque media group expands Internet broadcasts

Special to the Sun

NEW YORK — EiTb, the leading media group in the Basque country, with four television channels and five radio stations, announced that it has expanded its Internet-broadcast relationship with JumpTV to include its two leading television channels, Canal Vasco and ETB Sat, as well as its five radio stations.

EiTb's relationship with JumpTV initially included only the broadcast of the 'United States' version of Canal Vasco. The exclusive partnership now includes both original versions of Canal Vasco and ETB Sat, featuring the in-country editions broadcast in both Basque and Spanish languages, as well as its five radio stations — Radio Euskadi, Euskadi Irratia, Euskadi Gaztea, Radio Vitoria and EiTb Irratia.

Viewers can choose to subscribe to any one channel of the EiTb offering for \$9.95 per month. In the near future, JumpTV will offer a bundled subscription for both television and radio content for a premium price.

"We knew that JumpTV was the only method for reaching the hundreds of thousands of Basques living internationally," said Andoni Ortuzar Arruabarrena, the director general of EiTb. "JumpTV's Internet broadcasts know no borders and represent the most cost-effective method for broadening our brand and generating new revenues for our company."

"What is truly exciting about this partnership is that not only will JumpTV be offering the best in Basque television via the Internet, but for the first time, we will also be offering country-specific

radio content," said JumpTV President Kaleil Isaza Tuzman. "EiTb's five stations are the finest radio broadcasters for the Basque community and JumpTV will be the best Internet-distribution partner in the world for them.

"We are now offering the complete package of Basque-media, be it music, news, sports, or general entertainment. If you are of Basque origin, JumpTV is the place to find the connection to home you crave."

Isaza Tuzman added, "In North America, large Basque communities in Boise, Reno, Vancouver and San Francisco have never been able to keep in touch with what is happening at home, because they haven't had access to real-time Basque media."

As a result of the expanded relationship between EiTb and

JumpTV, international subscribers will now be able to watch the best in Basque programming, including all three of the daily news programs seen on Canal Vasco, along with the wildly popular Basque Pelota (handball) League, and Martin, the highly-rated soap opera.

Jump TV's global Internet-television network streams live, high-quality international television signals via its Web site from stations in more than 60 countries. Subscribers can access their favorite channels through any Internet-enabled device including home computers, laptops, Internet-enabled televisions, mobile phones and video game consoles.

For more information about EiTb, visit www.eitb.com. For more information about JumpTV, visit www.JumpTV.com