

Euronews launches on Eastlink in Canada

LYON, FRANCE: Euronews and Eastlink have signed an agreement boosting the content of Canada's largest privately held telecommunications company, giving its customers access to Europe's leading international news channel. The agreement gives Euronews greater presence in North America



Since May 2012, the English service of the channel is part of the "World News" package offered by Eastlink, and became available to the company's Canadian subscribers. Noted for being the first Canadian cable operator to enter the telephone market and the first North American telecoms company to become a triple-play operator, combining cable, internet and telephone services, Eastlink delivers world-class video entertainment, internet and telephone services to residential, business and public-sector customers across Canada.

Eastlink's package adds to Euronews' exciting distribution in Canada via six other cable operators and ADSL/IPTV: Rogers, Cogeco, Videotron, Shaw, Telus, Ethnic Channel.

"This agreement strengthens Euronews' presence across the Canadian territory. I'm particularly pleased that the channel was selected by Eastlink, a long-standing operator on this market," said Arnaud Verlhac, deputy director of Worldwide Distribution.

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