



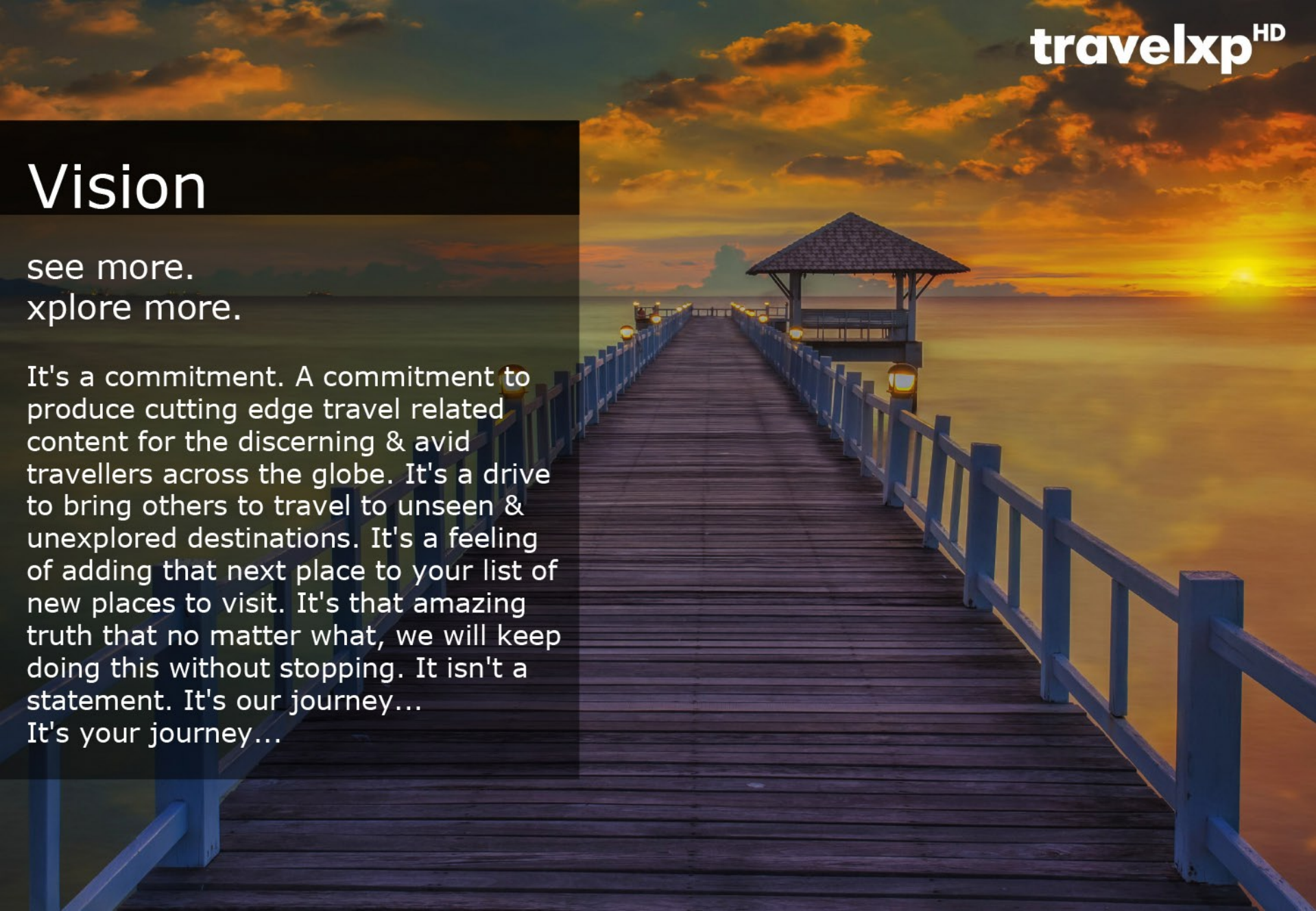
travelxp^{HD}

World's Leading Travel Channel

Vision

see more.
xplore more.

It's a commitment. A commitment to produce cutting edge travel related content for the discerning & avid travellers across the globe. It's a drive to bring others to travel to unseen & unexplored destinations. It's a feeling of adding that next place to your list of new places to visit. It's that amazing truth that no matter what, we will keep doing this without stopping. It isn't a statement. It's our journey...
It's your journey...



Global Distribution

travelxp is available in 40 million+ homes worldwide. Distributed across India, Sri Lanka, Dubai, Oman, Qatar, Bangladesh, Mauritius, Africa, North America and Europe.

We aim to reach out to 100 million homes with the launch of our European Feed on Eutelsat 16 A and planned launches in UK & Latin America in coming quarters.



Syndication

Accepted as the de-facto content provider of travel content across the globe, travelxp content is syndicated / licensed to networks and platforms in over 40 countries across all continents.

Major airlines including Air India, Jet Airways, Qatar Airways, Oman Airways, Cathay Pacific, Etihad, etc. license travel content regularly for their inflight entertainment needs.



Content

Unlike the competition, travelxp content comprises 100% of its broadcast of high quality travel content. Breath taking visuals; aspirational and immersive experience is the hallmark of every program featured on travelxp.

travelxp has been producing world class premium travel content since it's launch in 2011 in High Definition. Filmed across the world with global hosts, the current finished library is of 500+ hours with 125 hours added each year.

In 2015, we became the first producer in the world to migrate the entire production chain from High Definition to Ultra High Definition (UHD/4K). Since then, all the content is produced in 4K.



Content Strategy

The Content Strategy of travelxp is focussed on the following sub genres within the travel category enriching viewers with the widest range of premium and immersive travel content.

Destination



Food



Culture



Nature



Heritage



Lifestyle



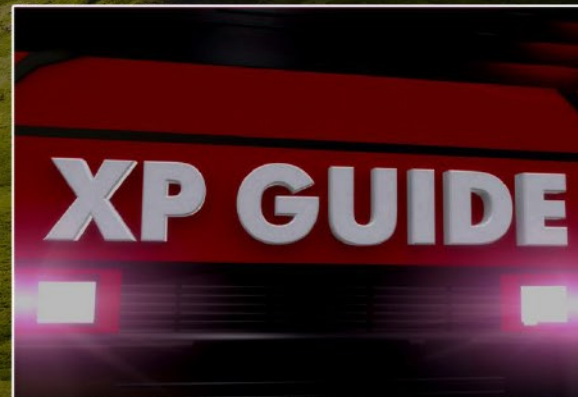
Some of our Shows



Some of our Shows



Some of our Shows



Localization

The European beam on Eutelsat 16 A will be localized with the following languages along side with English language feed:

- 1.Serbian (subtitles)
- 2.Croatian (subtitles)
- 3.Slovenian (subtitles)
- 4.Macedonian (subtitles)
- 5.Bulgarian (subtitles)
- 6.Czech – Slovak (voice feed)
- 7.Russian (voice feed)



Target Audience

With the unique and immersive travel content, our viewer is the one who is travelled or the one who wants to travel.

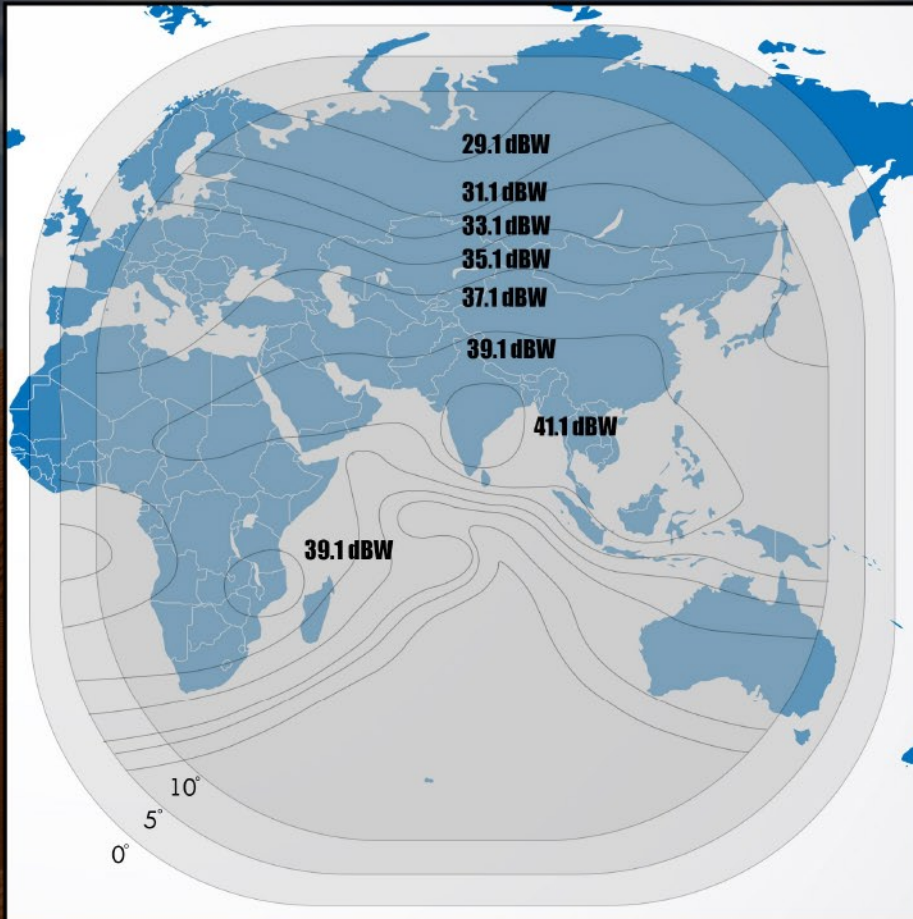
Predominantly skewed to a wide audience base of 15+ age group across all socio economic classes, the content appeals to all's taste and liking. For the age group of below 15, it's like a world to know about.

In the short memories world, get transported in the xperiences that you have had and what you have missed, if you have already traveled to a destination shown on travelxp.

And if you haven't traveled, travelxp gives you the reasons what your next destination should be and why.

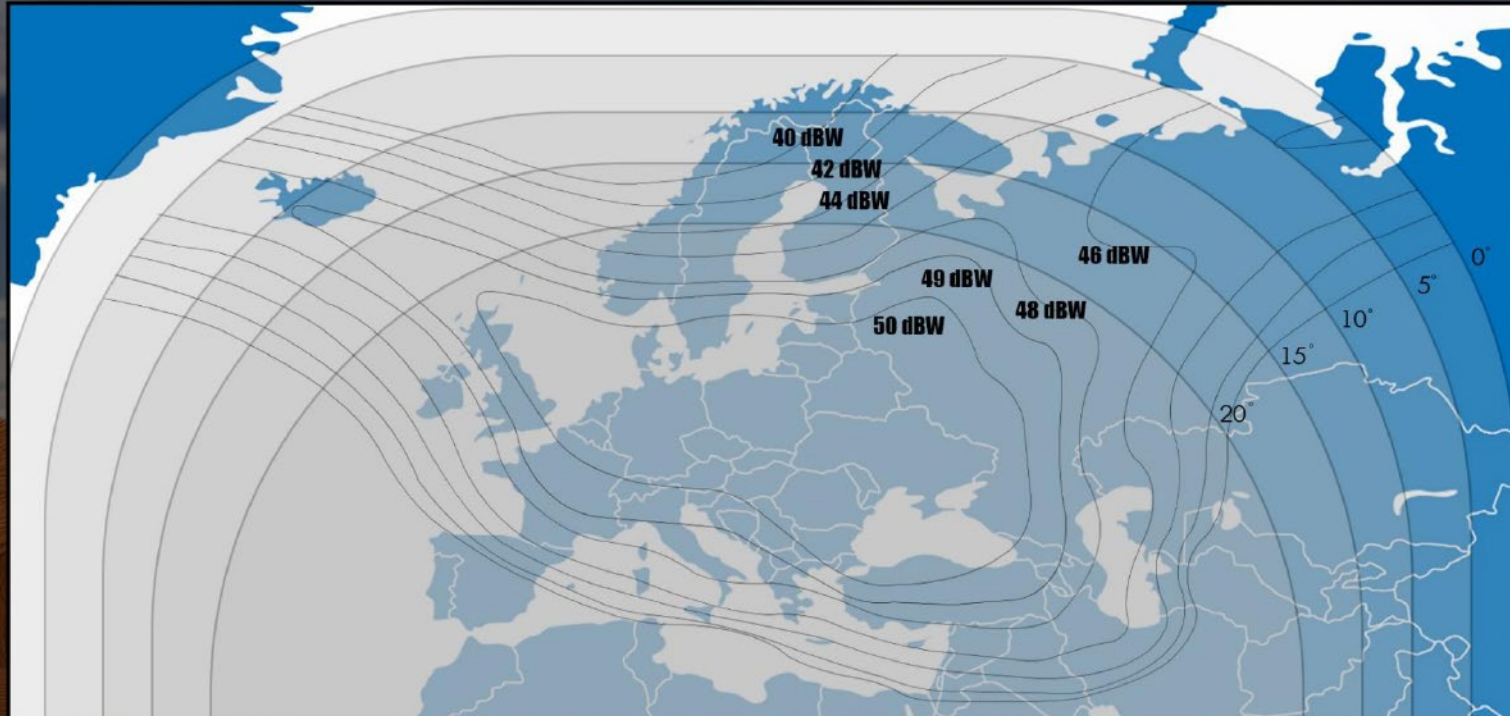


Intelsat Satellite Footprint



Satellite : Intelsat 20 at 68.5° E
Downlink Frequency : 4090 MHz
Polarization : Horizontal,
Symbol Rate : 14368 KSPS,
Modulation : DVB-S2, 8PSK
FEC : FEC 3/4

Eutelsat Satellite Footprint



Satellite : Eutelsat 16 A
Downlink Frequency : 11637 MHz
Polarization : Horizontal,
Symbol Rate : 30000 Ms,
Modulation : DVB-S2, 8PSK
FEC : FEC 5/6

Differentiator

The key differentiator about travelxp is the content. Exclusive, premium quality, localised and immersive. We are focussed to our vision, see more, xpire more.

When comparing with our competition, our content line up constitutes 100% travel content against the competition's just about 20%*.

Multicultural hosts from all over the world, filmed across the world, it truly gives you the feeling of watching a global travel channel.

We are committed to invest in producing localized versions. Just as we bring the world to you, we are committed to taking you to the world and therefore have already started producing content local to the region. We will continue to invest in producing more and more local content.

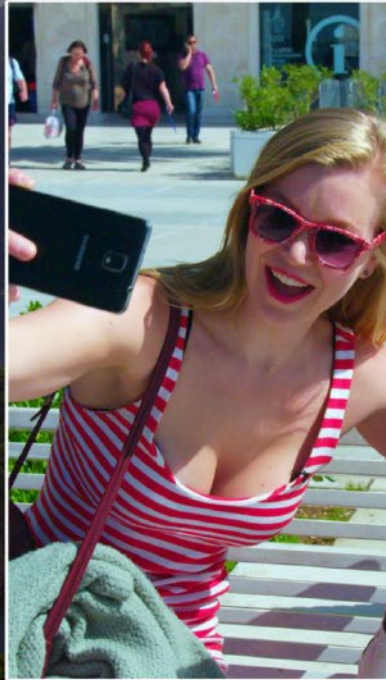
*The % have been derived on the basis of comparing competitors programming grid with ours for the month of June 2016.



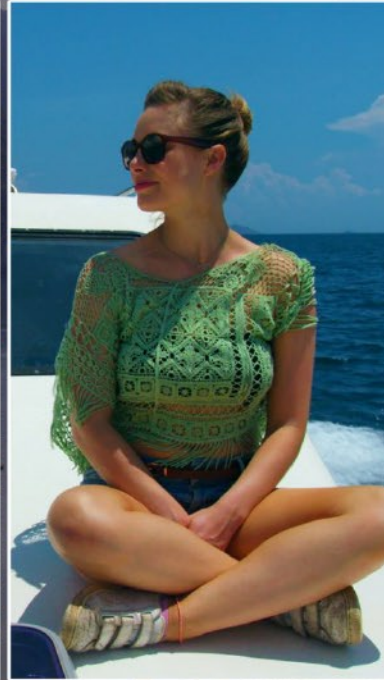
International Talent



Oleksandr Drobin



Alex Outhwaite

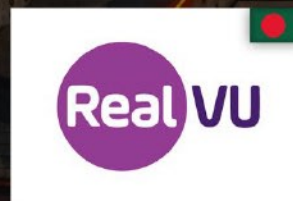


Hannah Jackson



Kirsty Nichol

Some of the Platforms



Contact Us

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Watch our show promos on:

www.youtube.com/travelxp





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