



www.bdeshtv.com

BDeshTV Launches Online Bangla TV Channels and OVI+ Media Broadcast Platform

Austin start-up launches internet based TV Channels and cloud-based media broadcast platform.

AUSTIN, Texas, USA {December 16, 2010} BDeshTV LLC, a new media company, announces the beta launch of its online TV Portal, www.bdeshtv.com, and cloud-based OVI+ media broadcast platform. The TV portal provides free access to multiple TV channels with rich Bangla contents available online or on-demand to viewers anywhere in the world 24-hours a day. OVI+ (Online Video Infrastructure Plus) is a state-of-the-art media content management, advertisement insertion and internet broadcast platform developed by BDeshTV. Contents and channels offered by BDeshTV are built with OVI+.

BDeshTV's contents are focused towards the Non-Resident Bangladeshi (NRB) population living in the USA and worldwide. Bangla language is the sixth most spoken language in the world with Bangla speaking population of 250 million residing in Bangladesh, West Bengal of India, USA, UK, Middle-East and all parts of the globe. BDeshTV channels also include English and Hindi language shows.

"We are very impressed with what BDeshTV has been able to deliver," said Rehan Reza, Board Member of Kansas Film Commission and General Secretary of FOBANA. "Very sleek and rich user experience with diverse contents from NRBs worldwide makes its channel viewing a joy."

"As a producer, I am delighted that a worldwide delivery platform like BDeshTV has emerged and as a show of confidence, our production house has already signed up with BDeshTV," said Farhad Hossain, noted drama and telefilm producer based in Dallas, Texas, USA.

"BDeshTV is likely to redefine the media content delivery market internationally and I am truly impressed with the talents of the BDeshTV founding team", says Ms. Faria Hossain, a highly acclaimed drama and telefilm producer with production houses in Bangladesh and USA.

"We built our OVI+ platform to add, manage and deliver video media content with the latest cloud-based technologies," said Afsar Zaman, Director of Technologies for BDeshTV. "We can deliver contents in any language with this platform and it is ready for Facebook and Twitter social media."

BDeshTV site and content delivery streaming is built with OVI+ and has rich, advanced search capabilities to identify a show by any of its attributes. It is a good demonstration of the capabilities of OVI+. BDeshTV's contents include drama, movie, music, sports, talk shows, discussions, educational programs, news, etc. Programs produced, edited, packaged by NRBs, which could be based on lifestyle, travel, educational, cultural etc, are specially featured in multiple channels. A good collection of previously-viewed programs from different TV channels and production houses of Bangladesh/India are offered to complement NRB programs. In addition to streaming good quality contents with broadcast rights from our own Content Delivery Network (CDN) server, extensive data-mining concepts are

employed to present quality contents from third party video servers like YouTube and Vimeo to offer unparalleled viewing experience to our users. With the integration of Facebook, Myspace, Twitter, BDeshTV is also social network capable.

BDeshTV can be viewed from anywhere in the world using a broadband internet connection to www.bdeshtv.com

About Bdeshtv

BDeshTV, LLC is an Austin, Texas, USA based new age media company with focus on contents and media technology platform development. BDeshTV started its journey in 2010. It has developed an online video infrastructure, OVI+ (TM, patent pending), and a first ever Non-Resident Bangladeshi (NRB) centric online TV , BDeshTV.com , powered by OVI+, to offer 24-hour free online Bangla TV channels and on-demand videos. Visit www.bdeshtv.com

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