

## Short film channel to launch on Zuku TV

Shorts International, the global short film entertainment group, have announced the upcoming launch of ShortsTV on all Romtelecom affiliates in Romania. Additionally, on 1 March 2013, it will launch into the African continent on Wananchi's Zuku satellite platform in Eastern Africa.



ShortsTV is an HD entertainment channel with a unique companion VOD, and is dedicated to the fast growing genre of short movies. The channel brings audiences captivating short movies from filmmakers across six continents. ShortsTV broadcasts 24-hours a day in thematic blocks of short films, and will be in original English language on Zuku and subtitled in Romanian to all Romtelecom subscribers. It is the world's first high definition channel devoted to short movies.

"The concurrent launch of ShortsTV in Romania and across East Africa is incredibly exciting. We are bringing the channel into Africa with Wananchi as a key partner, just as they are additionally expanding into new markets," said ShortsTV's CEO, Carter Pilcher. "In Romania, our movies are a wonderful fit for Romtelecom and its successful modern digital multi video services."

Available on the 1 March, programming is separated into genre 'Zones'. March programs include a focus on World Cinema with "Around the World in 80 Shorts" every Friday, and a series of "Hollywood's Best Film Directors" with a half hour in-depth interviews from Francis Ford Coppola, Terry Gilliam and Ridley Scott each Monday. The Romanian short "Megatron", a Cannes Film Festival Palme D'Or winner, will air in the Best in Fest Zone on the 7 March.

ShortsTV is available to over 8 million homes on UPC in the Netherlands, in Belgium on Telenet, on Numericable's French-language cable systems in France, Belgium and Luxembourg, and in Turkey on TTNNet.