

# New HyppTV channel targets French expats

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**KUALA LUMPUR (April 25, 2012):** Telekom Malaysia Bhd (TM) expects 2,000 French expatriates to subscribe to its latest France 24 channel under its pay-TV service HyppTV via UniFi, within two years of its launch.

France 24 distribution director Asia Pacific Brice Bertrand said there are 4,000 French living in Malaysia and about 20,000 students learning French here.

"France 24 targets three types of audience: French expatriates, Malaysians learning French as well as tourists from France and French-speaking countries like Belgium, Canada and Africa," he told reporters at the launch of France 24 on Monday.

The offering is a 24-hour international news channel available on HyppTV Channel 128 through high speed broadband service, UniFi. The channel can be purchased on an a-la-carte basis at RM20 per month.

TM executive vice-president of new media Jeremy Kung said the latest channel will complement the other international and local news channels available on HyppTV.

HyppTV offers 87 channels consisting of 19 free channels, 17 video-on-demand genres and 18 interactive channels.

TM targets to have 400,000 UniFi subscribers by year-end from the current 320,000. It aims to expand its UniFi coverage to 1.3 million premises this year, from 1.2 million currently.

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