

## *Company introduction*

### **About us**

Alter Rights & Marketing was founded in Belgrade, Serbia in 2006.

The idea was to bring together people who have spent years dealing with various aspects of television production in the former Yugoslavia, whose expertise and territorial affiliation would allow television coverage of any sport event in the region.

### **Services**

TV Production

TV Distribution

TV Consulting

TV Coordination

### **Our people references**

#### *Eurosport services*

- Distribution agent for EUROSPORT, EUROSPORT2, EUROSPORTNEWS, EUROSPORT HD and EUROSPORT2 HD for the territory of Serbia, Montenegro and Kosovo (since 2006)
- Production of local lingual version of EUROSPORT and EUROSPORT2 – Serbian office (since 2006)

#### *Host broadcaster services & Co-production of Sport Events*

- 2003 World Women's Handball Championship, Croatia (Sportfive)
- FIBA Diamond Ball, Belgrade 2004
- 2005 Men's European Volleyball Championship, Belgrade (Media Partners)
- FIBA EuroBasket 2005, Belgrade

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- 2009 World Men's Handball Championship, Croatia (Sportfive)
- Men's EHF EURO 2012, Serbia
- Women's EHF EURO 2012, Serbia

### *Signal delivery & news services*

- Signal distribution and services for Balkan TV rightholders for 2006 FIBA World Championship, Japan
- Signal distribution and services for Balkan TV rightholders for FIBA EuroBasket 2007, Spain
- Satellite distribution of Adriatic League 2008/2009
- Signal distribution and services for Balkan TV rightholders for FIBA EuroBasket 2009, Poland
- Satellite distribution of Adriatic League 2009/2010
- Internet rights distribution for 2010 FIBA World Championship, Turkey
- Signal distribution and services for Balkan TV rightholders for 2010 FIBA World Championship, Turkey
- Content distribution (Livestreaming, highlights, news) to International sport Federations - Universiade 2011 Shenzhen
- Signal distribution and services for Balkan TV rightholders for 2011 FIBA EuroBasket, Lithuania
- Satellite distribution of Men's EHF EURO 2012, Serbia
- Satellite distribution of Women's EHF EURO 2012, Serbia

### ***What can we do***

Our knowledge is our competitive advantage. Our people have many years of experience with TV production and broadcasting of sport events for TV stations across Europe.

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Today Alter Rights & Marketing is able to respond to any demand in terms of content production and distribution including providing services to TV, radio and new media rightholders in:

Serbia, Montenegro, Croatia, Slovenia, Bosnia, FYR of Macedonia, Greece, Bulgaria, Romania, Hungary, Austria, Italy, Czech Republic, Slovakia, Switzerland.