



TV PLUS AB – company description

Background

TV Plus was incorporated 1990.

TV Plus is owned by EUE Investment, Amsterdam, a holding and investment company.

TV Plus has been active as a founder and manager of TV stations in the Swedish market:

- Local commercial stations; TV Stockholm (now TV 4 Stockholm), TV Skane (now TV 4 Oresund)
- Thematic stations; TV 21 (Games and entertainment), Canal 7 (Multicultural and foreign language programs), now owned by SIMS.
- Internet TV; www.skane.tv (local Webb TV info service channel).

TV Plus has been active representing a number of foreign broadcasters to the Swedish market.

TV Plus has been active in DTT since 1999, launching Canal 7 and acting as a retailer of Boxer in Sweden.

Current activities

TV Plus offers advisory and management services in the field of

- Television; DTT, OTT, cable, satellite, IPTV and CA.
- Television programming
- Internet applications

TV Plus manages DTT/OTT Helpdesk, an initiative to bring information from the Nordic DTT/OTT development as well as the OTT and Online Video global development that represent new opportunities and threats to existing business models in TV distribution.

TV Plus owns Colibri Television AB, Colibri Internet AB, Arbmans Annonbyrå Malmö AB, TV 21 Broadcasting AB, and Sydtelevision AB