

## Sharp and ARTE are promoting HDTV on a joint basis

The Japanese electronics corporation Sharp and the European culture channel ARTE are announcing a sponsoring partnership. This is prompted by the broadcasting of the ARTE programme in HDTV (High Definition TV) from July 1<sup>st</sup> 2008, parallel to the regular broadcast in SD (Standard Definition). The HD signal can be received via ASTRA 1 (11.362 MHz horizontal). For this, viewers need to have an HD-compatible receiver and an HD-ready or full-HD television set.

**Berlin, IFA 2008.** Sharp is using the pioneering role of ARTE in a cooperative sponsoring arrangement extending over several months. The aim is to promote the across-the-board rollout of HDTV in a proactive manner. "LCD pioneer and full-HD technology leader Sharp welcomes the HDTV initiative taken by ARTE. As the first TV station, ARTE is providing its German viewers with the ability, from right now, to enjoy high-definition, brilliant TV screen images", explains Frank Bolten, CEO of Sharp Electronics Germany/Austria. "We are very pleased about this cooperation agreement and hope that it will help to get the HDTV message across to our customers and the wider viewing public even more effectively", Bolten went on to say.

This cooperation agreement also includes the exclusive sponsoring of selected HD highlights on ARTE. By way of example, this includes the documentary series "*Die neuen Paradiese*" [The new paradises], screening from July 14<sup>th</sup> at 8.15 p.m. CET.

"Especially with typical ARTE broadcasts and other exceptional documentaries, great European cinema or opera, every living room equipped with a flatscreen HDTV delivering the fascination of HD images becomes an exclusive Grand Circle experience with truly live character", states Paulus G. Wunsch, Head of Marketing and Sponsoring at ARTE in Strasbourg. "We want to fire the imaginations of new viewers", Wunsch went on to say, "and have found the ideal partner in Sharp to further promote HDTV as the television standard of the future."

POS campaigns in specialist retailers launched this cooperative venture: Sharp LCD televisions show sequences of the most beautiful HD programmes from ARTE. In addition, ARTE will have a presence on Sharp's trade fair stand at IFA. The [www.sharp.de](http://www.sharp.de) website provides up-to-the-minute information about all programmes broadcast in HD on the ARTE channel. At the same time, the *ARTE Magazin* with its HD Finder draws attention to high-definition highlights in its programming. Other joint initiatives are currently at the planning stage.

This collaborative venture was brought about by GWP media-marketing GmbH. GWP is a leading promotional marketing company for decision-makers and the opinion-forming media, and is responsible for the sponsorship marketing activities of ARTE and for the marketing of commercials and advertising in the *ARTE Magazin*; “ARTE and Sharp are both addressing a high-calibre target group with a particularly strong interest in top quality facilities. We are delighted to have brought together two such strong partners in this cooperative venture”, concludes Harald Wahls, CEO of GWP media-marketing GmbH.

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**Reception parameters for ARTE in HD (from 1 July 2008):**

Satellite 19.2° East

**Transponder**

Frequency 11.362 MHz

Symbol rate (KSym/s) 22000

Forward Error Correction (FEC) 2/3

Modulation DVB-S2

Polarisation horizontal

Broadcast in 720p/50 sampling format.

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