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FASHION ONE ACQUIRES FASHION TELEVISION

TO BE BROADCASTED IN EUROPE

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USPA NEWS - Fashion One Television LLC. has agreed to acquire London-based Fashion Television International Limited, the owner of the 'Fashion Television' brand outside its native Canada, from Madrid-based Desdemona Capital...

Fashion One Television LLC. has agreed to acquire London-based Fashion Television International Limited, the owner of the 'Fashion Television' brand outside its native Canada, from Madrid-based Desdemona Capital. The merged company will consolidate Fashion One's 'F.O.' channel and Fashion Television's content, to be broadcasted in Europe under the channel brand 'Fashion Television', expanding the brand from a single feed on Hotbird to a full HD feed, distributed on Eurobird 9.

Desdemona Capital acquired the rights to the brand in 2014, and remain a shareholder in the new combined company. The new combined company will phase out the 'F.O.' brand in Europe after a transition period, with the goal to finalize the rebranding to 'Fashion Television' in the second quarter 2016.

The combined company will also be the new owner of the first Ultra High Definition (UHD) channel 'Fashion 4K' which was launched worldwide as the first and only special interest channel in UHD quality on 3 continents. The new UHD standard has a resolution of 4 times the pixels of a traditional high definition (HD) image.

Source : Fashion One

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