

## Brazil's Carnaval Coming Live to Your Computer Directly from Rio

Contributed by Newsroom  
Thursday, 15 February 2007

Those all over the world who love Brazilian Carnaval will have a chance this year to watch the "biggest show on earth" live on their computers thanks to Fashion TV (FTV). People at FTV are calling the event the biggest and the most fascinating fashion event in the world. And they vow that over 300 million homes or one billion people in 202 countries will be able to catch the samba fever, since they will be bringing all the Carnaval action non-stop.

The live broadcast is in cooperation with Globo TV, Brazil's largest TV company and the global distribution is provided by RRSat Global Communications Network Ltd.

The production will include over 60 cameras covering the 1 kilometer Sambadrome. Over 50 satellites and thousands of cable systems, leading mobile phone operators and IPTV and wireless networks will broadcast for the first time the Rio Carnaval.

The way FTV describes it, "Rio Carnaval is an exciting celebration of beauty, music & life....a parade of thousands of sexy performers in dazzling costumes, dancing to the rhythm of exotic Brazilian music. No other Fashion show has more costumes, models or more fun."

The Rio Carnaval Parade starts on Sunday February 18th at 9 pm Rio Time (GMT -3) and goes on till sunlight the next day (around 5 am). Each samba school, consisting of 5000 dancers, has about 60 to 75 minutes to make it through the run-way, called the Sambódromo.

There are two days of 13 parades, 6 of the best 13 samba schools march on Sunday and 7 march on Monday. The Rio Samba Parade is a glorious and fierce competition between the samba schools, only one grand champion of the year will be awarded at the end of the carnival.

Fashion TV's non-stop live transmission will start in Europe always at Midnight Paris Time (GMT+1). The spectacle filmed by more than 30 cameras will be transmitted live on the nights of February 18th to February 19th and on February 19th to February 20th, 2007. In North and South America, the Rio Carnaval can be seen live on FTV from the early evening onwards.

On the following days of Rio Carnaval, Wednesday 21st to Sunday the 25th, Fashion TV will again present at midnight all night long, the Best of Rio 2007, including exclusive reports: the parade & costume preparation, backstage images, fancy VIP parties & celebrity interviews.

The Best of Rio Carnaval History is already being shown. Every night at midnight one year of Rio Carnaval is presented and as the countdown goes on, people will be able to discover the best of Rio 2004 on Thursday the 15th, the best of Rio 2005 on Friday the 16th , and the best of Rio 2006 on Saturday the 17th.

Service

Where: [www.ftv.com](http://www.ftv.com)

Live broadcast schedule from 18th till 20th of February 2007

Live from midnight (local time), the night Sunday 18th-Monday 19th

Live from midnight (local time), the night Monday 19th-Tuesday 20th

The Best of 2007 will be shown from midnight till 5 am, 21st-25th February.