

Brazilian Channel for the Young Now on Joost

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PlayTV Brazil, a Brazilian game channel, which also offers music and movies launched its programming, including Jornal PlayZone, Cineplay and COMBO on Joost, a global broadcast-quality Internet television service.

"With Joost, we are able to bring our programming to people around the world who are interested in Brazilian culture and life," says Paulo Leal, Corporate Vice President of PlayTV.

"Our programming appeals particularly to young people, who are turning more and more to the Internet for their entertainment, which makes our partnership with Joost a perfect match."

The PlayTV channel (www.joost.com/3015naz) on Joost features programming about music, games, technology, movies, cartoons, fashion, celebrities and entertainment.

The Brazilian offering is specifically targeted to the young Portuguese-speaking public around the world, including the 3 million Brazilians, according to PlayTV, who live in the U.S.

Founded by Janus Friis and Niklas Zennström, Joost brings video and social interaction together online. All of video on Joost is professionally-produced and streams on-demand to people around the world for free in a high-quality format.

Joost has more than 30,000 program elements, including more than 400 television series and 1,200 movie and short film titles.

PlayTV, which was launched in 2006, calls itself fully committed to the young public.