



ITV – TWITTER PARTNER



A new partnership between ITV and Twitter where they will bring real time highlights directly to the social media platform.

The content partnership in the United Kingdom will have the broadcaster's output to the platform alongside new bespoke content activations. Twitter users will be able to engage with the moments that matter from across ITV Sport's programming, including the Rugby World Cup and the FA Cup.

Through Twitter Amplify, which allows advertisers to align their ads with premium video content, sponsors will be able to sit alongside ITV content through Twitter's advertising tools

NEW LAUNCH IN ISRAEL



i24NEWS has announced plans to open two new bureaus in

Rabat and Casablanca as the Israel-based news channel launches in the country.

In addition to the Tel Aviv headquarters, i24NEWS also broadcasts from studios in France, the United States and recently from the United Arab Emirates. The channel is part of Patrick Drahi's Altice Group.

NEW LAUNCH IN ARMENIA



The Warner Bros & Discovery channel HGTV has made its

debut in Armenia.

Alexander Florea, distribution & digital business development manager NEE for Warner Bros. Discovery, said: "HGTV is one of the flagship TV channels at Warner Bros. Discovery and we are delighted to extend its reach in the region even more. The launch in the Armenian market allows viewers to have access to exclusive and quality content,

offering them inspiration and ideas for home decoration, renovations, real estate, tips and tricks for home projects and many more. Through our strong partners UCOM Armenia and Telecom Armenia, we trust that viewers will get to know and enjoy the new, exciting content on HGTV".

5G LICENSE FOR ELISA



Elisa has won the first 5G licence in Estonia. The starting price of the 3410-3540 MHz frequency licence at the auction was €1,597,000. Each new bid had to be at least €100,000 more than the previous best bid and the auction ended when no one exceeded the highest bid.

TTJA is now auctioning a second frequency licence and the winner of the first auction cannot apply for the second and third frequencies. ■



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