**Red Bee Connects Síminn to Channel Store – Delivering Channel Aggregation Services for IPTV Subscription Television Bundles**

**Red Bee Media has connected Síminn to its Channel Store and is now delivering channel aggregation services to the Icelandic telecommunications company. Síminn is using the Channel Store service to create high-quality television bundles, with live and on-demand content, and deliver these to its IPTV subscribers. With 1200 active channels, and a catalogue of 10,000 sources, Red Bee’s Channel Store is currently connecting over a 100 signal suppliers and content aggregators globally.**

"With Red Bee, we get easy access to a huge choice of channels, which enables us to offer high-quality entertainment packages to our subscribers,” says Sveinbjörn Bjarki Jónsson, Department Manager, Síminn IPTV. “No other aggregation solution we looked at could offer this level of flexibility, and we can easily add or remove channels to keep up with customer demand.”  
  
“Our Channel Store serves as a global marketplace, connecting the world’s signal suppliers and content aggregators,” says David van Kemenade, Product Manager for Red Bee’s Distribution Services. “We’re happy to welcome Síminn to an ever-expanding group of telcos, streaming services and broadcasters, using the Channel Store to access content from all over the world and deliver it to their audiences.

The Red Bee Channel Store is a signal aggregation and distribution platform where live content is easily aggregated from multiple sources over Red Bee’s global network. It includes internal and external Playout sources, fixed-line fiber connections, web streams, secure internet delivery and satellite down-link through Red Bee’s own teleport facilities. The Channel Store currently features over 1200 active channels and a catalogue of over 10,000 sources that can be spun up quickly whenever needed. It acquires signals from over 100 suppliers and distributes channels to over 30 aggregators and counting.

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**For more information please contact**

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**About Red Bee Media**   
Red Bee Media is a leading global media services company headquartered in London, with 2300 media experts in Europe, the Middle East, Asia Pacific and North America. Every day, millions of people across the globe discover, enjoy and engage with content prepared, managed, broadcast and streamed through Red Bee’s services. The company empowers some of the world’s strongest media brands, broadcasters and content owners to instantly connect with audiences anywhere at any time. Through an end-to-end, managed services offering, Red Bee provides innovative solutions across the entire content delivery chain – covering Live & Remote production, Managed OTT, Distribution, Media Management, Access Services, Content Discovery, Playout and Post-Production. **Red Bee – Wowing audiences. By creating what’s next.**

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