

Introducing SNTV



SNTV is the world's leading television sports news agency, providing a unique and unrivalled blend of international sports highlights and sports news. SNTV is a joint venture between the Associated Press and IMG Media, bringing together the expertise of the world's most extensive news gatherer and the biggest independent producer and distributor of sports programming and events. SNTV was founded in 1996 and has become an indispensable service for more than four hundred international broadcasters.

SNTV's mission is to produce a range of top quality sports highlights and sports news. The emphasis is to provide a service of a higher quality and more comprehensive nature than any other provider. SNTV has agreements with the world's major federations and agencies to provide highlights from the vast majority of the most important sports events of the day. Drawing on its worldwide network of production centres and bureaux it also produces coverage of the main sports news stories.



SNTV Arabic service: SNTV has a dedicated 24/7 Arabic service, which provides editorial support and Arabic scripts to Middle Eastern and Arabic speaking broadcasters.

Major event coverage: SNTV understands that broadcasters require in depth coverage of major events such as the Olympic Games, FIFA World Cup, Asian Games and European football championship. SNTV has its own broadcast centre at these events, and broadcasters have come to rely on this service to provide breaking news coverage. SNTV also provides additional daily bulletins during major events.

SNTV Subscription: Customers can receive SNTV content by taking out a subscription to the service. The minimum contract period is one year. It is not possible to purchase individual items.

SNTV Delivery: SNTV is currently delivered by satellite, with its seven daily bulletins designed to meet broadcasters production deadlines. The bulletins are fifteen minutes long and generally contain between four and seven items. Stories are provided with international sound and are edited. Each story comes with a full script, time coded and written to pictures. Scripts can either be accessed via your newsroom computer system or from the SNTV website www.sntv.com. SNTV is now in the process of migrating to digital delivery, whereby individual stories will be sent directly to broadcasters as soon as they are ready.

Technical Information: SNTV bulletins are encrypted and received via decoder from the following satellites:

Europe: W1

Asia/Middle East: AsiaSat 2

Japan: AsiaSat 2 via KDD

Latin America: Intelsat 805

North America: AMC-3/Intelsat 805

Digital delivery by story is provided via AP MediaPort



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FAQs:

Can SNTV be used on all platforms?

Yes, digital media customers are advised daily on what content is available

Where can SNTV be used?

Generally on news programmes or sports news programmes

Do customers have archive rights?

No, archive remains the property of SNTV or the originating rightsholders

How do customers pay for SNTV?

By subscription either monthly or quarterly in advance

Is SNTV available exclusively?

Generally not, SNTV is a non-exclusive service