



Press Release
For Immediate Release

Sparkle and Aldea launch new Global Media Services

The new solution further extends Aldea's video transport service coverage in Europe, Africa and Middle East

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[Sparkle](#), the international service arm of TIM Group and among top 10 global operators, and Aldea Solutions Inc., a leading global provider of high quality video services and solutions for the television and media industries, have released a new solution that provides media companies in Europe, Africa and Middle East with access to a multitude of rich video media content, including major global sporting events.

The joint solution, following the Sparkle-Aldea partnership announced at ITW 2017, leverages Sparkle's global fiber network and Aldea's comprehensive portfolio of services for the transmission, distribution and management of video content.

The service will extend Aldea's global network into the EMEA region and will allow media companies in the region to benefit from Aldea's extensive coverage throughout the Americas and Europe. Aldea's services will be available at video hubs within strategically located data centers in the cities of Milan and Palermo (Italy), Istanbul (Turkey), and Sofia (Bulgaria). The new solution will make [Sparkle Sicily Hub](#) in Palermo a premier media hub for the exchange of global media content in the region. Together, Sparkle and Aldea will support all of the latest video formats and encoding standards, as well as streaming and distribution to multichannel integrated platforms such as DTT, DTH and OTT.

The joint Sparkle and Aldea global media transport solution, recently presented at the MEF 2017 in Orlando (FL), was recognized as the "Enterprise application of the year-Media" at the MEF Excellence Awards' ceremony, on November 15th, 2017. The award recognizes the most innovative service application that meets the requirements of Media players such as broadcasters, content providers and distribution networks, ensuring top performance and global coverage.

Sparkle owns and operates one of the largest and most technologically advanced global fiber networks spanning 560,000 km. Through its open ecosystem and rich marketplace Sicily Hub, located in Palermo, Sparkle provides customers located in Africa, the Mediterranean and the Middle East with the lowest latency compared to any other European peering point.

Aldea is best known for its deep rooted experience delivering high quality, ultra-low latency and reliable video services for the transmission of live sports, news and other media events over fiber networks. Aldea's expertise in the delivery of video managed solutions has been demonstrated repeatedly in major global events such as the Olympics and the World Cup.

About Sparkle

Sparkle is TIM Group's fully owned Global Operator and among top #10 international service providers worldwide. Through its backbone of around 560,000 km of fiber spanning from Europe to Africa, the Americas and Asia, Sparkle offers a full range of IP, Data, Cloud, Data Centre, Mobile Data and Voice solutions to fixed and mobile operators, Internet Service Providers, Media and Content Players, as well as Multinational Enterprises. Its sales force is active worldwide and distributed in 36 countries.

Find out more about Telecom Italia Sparkle at www.tisparkle.com

About Aldea

Aldea Solutions Inc., a Canadian company, is a leading provider of high quality video services and solutions for the television and media industries. The company provides end-to-end worldwide transmission and content distribution services and operates an extensive fibre-based network, with points-of-service covering 35 cities and 25 countries throughout the Americas and Europe.

Aldea is a wholly owned subsidiary of the Marcatel Group (www.marcatel.com). Learn more about Aldea at www.aldea.tv

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