

# Body in Balance



Each month Wotsat highlight Europe's best free TV channels



Caribbean Workout delivers pilates in HD



Shape up! with Caroline Sandry, star trainer



The Body in Balance channel's primary audience is health and fitness-conscious women

## Channel factfile

- **Name:** Body in Balance
- **Country:** UK
- **Hot Bird TV Awards category:** Lifestyle
- **Final result:** Winner
- **Languages:** English
- **Launch date:** May 3, 2007

- **Satellite:** Eurobird 1, 28.5°
- **Frequency:** 12.643GHz
- **Polarity:** Horizontal
- **FEC:** 2/3
- **Symbol rate:** 27500
- **Website:** www.bodyinbalance.tv

➤ **Body in Balance is a lifestyle channel aiming to provide an accessible, inspirational and interactive approach to health and well being through its targeted programming, and encourage its viewers actively participate with the channel.**

Body in Balance is more than entertainment, more than interactive TV – it serves an important role in the general well-being for the viewer.

The daily channel grid includes yoga, pilates, meditation, dance and cardio workouts, each designed carefully to suit beginners through to advanced practitioners.

The channel is also a leading provider of on-demand programming, exploiting and benefiting from the convergence of all media delivery systems. This is particularly true for wellness, as everyone has different needs based on age, weight, skills and general physical health. Governments throughout the world are placing on preventative medicine especially focusing on diabetes, heart disease and obesity, conditions that place a huge strain on the public health sectors, and can be

prevented with diet, exercise, education and stress management.

Body in Balance creates and re-edits each programme produced or acquired to meet viewers' needs, with programmes generally kept to 30 minutes and ideal for time-shifting on DVRs.

Early Morning: meditation, yoga, and the slower forms of exercise are used.

Mid-morning: kids are at school and the husband is at work, so the channel's primary audience – women – try more sophisticated practices and strenuous workouts.

After-school: mother and kids work-outs. Dance is especially popular. More educational and informative programmes are scheduled until 9pm.

Until 10pm: meditation and relaxation, to encourage a healthy nightly sleep.

Body in Balance is free-to-air on British TV, but is also a pay-TV channel on German and Dutch networks.

## Toolkit

**What you need to receive Body in Balance**

- A free-to-air digital satellite receiver with a 45cm dish aimed at Eurobird 1, 28.5°E

## Flagship shows

The top programmes on Body in Balance

### The 7 Chakras

Kundalini Yoga (early morning)

Maya Fiennes takes journeys through the seven Chakras, introducing a new Kundalini Yoga practice for each individual Chakra point

### The Pursuit of Happy Hips

Yoga (afternoon)

From one of Canada's most well-known and well-loved yoga instructors Eoin Finn, this programme promotes yoga as an integral part of athletic cross-training

### Shape Up!

Fusion (mid-morning)

Developed by top personal trainer, Caroline Sandry, *Shape Up!* is a fusion the very best of yoga, pilates and general resistance training for the whole body

### NYC Ballet Workout

Workout (mid-morning)

A complete exercise program that builds inner strength, balancing art, life and fitness into the perfect workout with the New York City Ballet

### The Really Useful Health Show

Health (evening)

Maryon Stewart offers invaluable advice on topics from comfort eating to healing foods and flexibility



*Bend me, shape me:* Eva Barash's Living Room Yoga doesn't need an ashram, just a front room

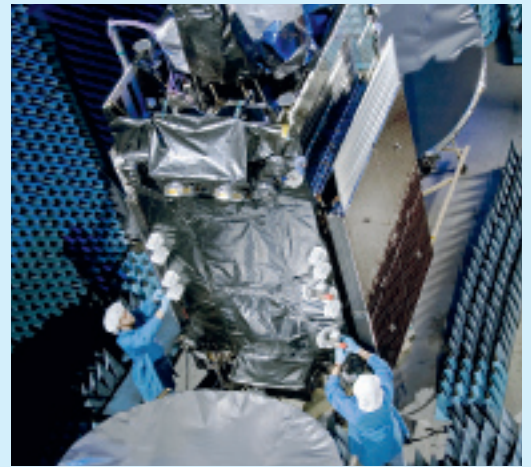


Giuliano Berretta, of Eutelsat Communications, presents Natali Bottoli, marketing director at Body in Balance, with the Hot Bird TV Award in the lifestyle category



Melissa Porter, host of the Hot Bird TV Awards ceremony, interviews Natali Bottoli of Body in Balance

## Footprint



### 43°W

Intelsats 3R and 11 are almost exclusively of interest to feedhunters and professional broadcasters in the UK requiring Transatlantic links, although they provide both Ku-band and C-band direct-to-home TV in North and South America.

Even feedhunters will require specialist equipment, since Intelsat 3R is in an inclined orbit varying 0.7 degrees North and South of the Equator, which needs either a motorised dish tracking in both axes, or the patience to wait for it to cross the Equator. Intelsat 11, meanwhile, broadcasts only C-band to Europe, limiting reception to the few with large antennas (above 1.2m) and C-band LNBS.

Both satellites were originally the property of PanAmSat, changing names when it was taken over by Intelsat in 2007.

■ Operator: Intelsat

### Satellites

#### ■ Intelsat 3R

Launched: Ariane 4, Korou, January 13, 1996  
 Launch mass: 2,920kg  
 Manufacturer: Hughes HS-601  
 Transponders: 20 Ku-band, 20 C-band  
 EIRP: 51.1dBW  
 Ku beams: Brazil, Europe, North America, South America

#### ■ Intelsat 11

Launched: Ariane 5GS, Korou, May 10, 2007  
 Launch mass: 2,491kg  
 Manufacturer: Orbital Sciences Star-2  
 Transponders: 18 Ku-band, 16 C-band  
 EIRP: 36dBW  
 Ku beams: Brazil



More footprints at [www.intelsat.com](http://www.intelsat.com)

## The Hot Bird TV Awards

The Hot Bird TV Awards shine a spotlight on the thematic channels that enrich the TV experience for millions of viewers.

Hundreds of channels from around the world enter this annual competition, judged by an independent panel of media experts and recognised at a gala ceremony in Venice. Eutelsat, Europe's leading satellite operator, created this event in 1998. It is now a joint initiative between Eutelsat, Eurovisioni and SAT Expo Europe, as a prestigious recognition for channels broadcasting via its fleet.

The Hot Bird satellites form Eutelsat's premium broadcasting position, receivable across Europe from 13°E.

In 2009, 144 channels from 19 different countries as far afield as Nigeria and China entered the 11 categories: Children's, cinema, culture/education, HDTV, lifestyle, documentaries, fiction/general entertainment, music, national window, news and sports. Viewers can also vote online for the People's Choice Award, from later this year. Registrations are now open for this year's awards, on November 19.

