



LIGHTNING INTERNATIONAL WILL DRIVE ASIA WILD WITH NEW CHANNEL “PEOPLE & PLANET”



(15 September, 2023 – Hong Kong) Global TV distributor, Lightning International, announces the immediate availability of ***People & Planet***, the factual channel dedicated to earth’s wildlife, nature, environment, lands and people.

“Non-fiction and factual content have always been a popular genre for audiences around the world, especially programming concerning nature, science, travel, history and human-interest stories,” said James Ross, CEO, Lightning International. “If you are looking for something fresh for your line-up or a channel replacement for an existing bundle, ***People & Planet*** can provide your viewers with shows that are engaging, enriching and thought-provoking.”

Targeting the whole family, ***People & Planet’s*** award-winning team of creators have produced content for the world’s market-leading channels and networks for over 30 years. With more than 5,000 hours of fascinating HD (and 4k) programming and producing hundreds of new hours annually, wide-ranging topics cover all aspects of nature & wildlife, popular science & ancient history alongside travel & adventure.

Popular wildlife shows include *Nigel Marven's Wild*, *Asia's Deadliest Snakes*, *Sumatra's Last Tigers* and *The Great Elephant Gathering* while hit family science and discovery shows include the ever-popular *Megastructures* and *Quest*.

People & Planet has been launched in partnership between AsiaSat, Lightning International and the UK broadcaster Black Cat Global and will be available in HD on satellite across Asia via AsiaSat 9 at 122 degrees East or via fibre.

"We are excited to be working with Lightning International in order to grow the viewership of **People & Planet** in Asia and to continue to build up the profile of the channel," said Julian Rigamonti, CEO, Black Cat Global. "Our goal is to provide audiences with content that is not only entertaining but will promote curiosity, inspire critical thinking, and foster a sense of exploration and wonder in people of all ages."

About Lightning International

Lightning International is a content solutions company based in the UK and Hong Kong. The company distributes a range of TV channels such as Action Hollywood Movies, Concerto TV, Docsville, GB News, Globetrotter, Kartoon Channel!, LFCTV, NewsWorld, NOW (70s, 80, 90s, Rock), People & Planet, Pet Club TV, Pulse Documentaries, RCM, TRACE (Latina, Sports Stars, Latina) and more. Additionally, the company licenses a full catalogue of programming, both as finished shows and formats. Lightning was established to offer independent producers and content owners a single global platform from which to launch their programming and formats. <http://www.lightninginternational.net>

About Black Cat Global

Black Cat Global is a private limited investment company with 20 years' experience of launching & producing ground breaking international television channels & digital brands. <http://www.blackcatglobal.com/>

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