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RTL Group Launches Pay TV Channels In Croatia

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RTL Group's family of channels in Croatia has just gained three new members - RTL Passion, RTL Crime and RTL Living. The new pay-TV channels are now available as part of cable and IPTV packages. As a result, RTL Hrvatska now operates three free-to-air and three pay-TV channels, more than any competitor on the Croatian market.

For the launch of three new channels Croatia's first IPTV channel, RTL Plus, founded in 2008, has been split into three channels: Passion, Crime and Living. The channels are available via more than 90 percent of all Croatian cable and IPTV operators: VIP Net, Bnet, Max TV, Iskon, Optima Telekom, Amis and H1 Telekom. Mediengruppe RTL Deutschland, which



CEO of RTL Hrvatska Henning Tewes pressing the red button to mark the launch of the new channels
© backstage

launched three pay-TV channels with the same names in 2006, provides the channels' visual graphics.

RTL Passion will offer the best Croatian and international drama series and soaps. "Sulejm Velicanstveni" ("The Magnificent Century"), the incredible story of the love between the Ottoman Empire's greatest sultan and his slave girl, and "Divlja ruza" ("Rosa Salvaje"), one of the best known and most popular Latin



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American telenovelas in Croatia, are just two of many series.

RTL Living combines the best RTL family-oriented local productions ("321," "Ljubav je na selu") and top international lifestyle programs, talk show formats and reality shows like "Ellen de Generes," "Property Brothers" and "Undercover Boss." The latest interior design trends, lifestyle advice, stories about the lives of celebrities and ordinary



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people alike, and the cooking secrets of great chefs are all part of the RTL Living program lineup.

RTL Crime will offer the best of crime content in Croatia with blockbusters like “The Shield,” “OZ” and the entire “CSI” series.

(backstage)



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