

FOR IMMEDIATE RELEASE:

Wild TV On-Demand Gets an HD Makeover!

Starting Tuesday August 7th, 2012 all new episodes posted to www.wildtv.ca will be airing with greatly improved video encoding quality. A shift in consumer device capability coupled with increased broadband availability has prompted www.wildtv.ca to adapt better video encoding practices.

"The results are most noticeable through the companies connected TV deployments, namely Sony Bravia Internet Video Link devices, and the soon to launch Roku application. The playback quality of the videos offer a marked improvement from the previous video encoding in place" says Wild TV's Director of Broadcasting, Daniel Riddell.

To promote the new look, Wild TV is offering a free month subscription when viewers sign-up to www.wildtv.ca .

WILD TV is Canada's only fully packaged 24/7 digital specialty television channel consisting entirely of high quality outdoor programming from Canada and around the world. Founded in 2004 by the Kohler family, Wild TV has built a dedicated and loyal following among the men and women who love the outdoor lifestyle. The head office for Wild TV is located in Edmonton, Alberta, Canada.

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