

## Sony buys into Israel's Dori Media

Sony Pictures Television (SPT) Networks is making its first foray into Israel, taking a stake in two local channels as part of a deal with Dori Media Group.

SPT Networks will acquire a 50% share of the Viva and Viva Plus channels, as well as half of Dori's free VoD service Viva Walla and its Indonesia-based media group Baby TV.

The two Viva channels, and the VoD service, air telenovelas and are carried by all Israeli multi-channel platforms, while Baby TV is Indonesia's first channel for toddlers aged under three.

SPT and Dori have previously [joined forces](#) on Indonesian telenovela channel Televiva, with plans to take the venture out to other markets.

Terms of the partnership have not been revealed and the pact must still be approved by Israeli regulatory bodies.

It is the second such deal from SPT in recent months, after the company took over CSC Media in the UK [in June](#), which added 16 children's and general entertainment channels to its bouquet.

Andy Kaplan, president of SPT's worldwide networks, said the acquisition built on the company's "strategy to capitalise on channel opportunities around the world, which includes entering new markets."

Sony will also acquire a 50% stake in Dori's EPG operations and Dori Media Ot, which provides technical services including dubbing, subtitling and closed captions, as part of the deal. [Dori delisted](#) from the stock market three years ago.

[Richard Middleton](#) 21-10-2014©C21Media

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