



Press Release

New Digital Diving TV creates a *Splash!*

The Underwater Channel will launch on 1st September on Babelgum

[The Underwater Channel.tv](http://TheUnderwaterChannel.tv) is a new free to watch TV channel available globally on your computer and launching on the worldwide web on 1st September, 2008. It is fuelled by the passion of divers and dedicated to exploring the mysteries and the marvels of the underwater world.

The Underwater Channel (UWC) is powered by Babelgum and available on demand. It features:

- **A monthly original program** called *Splash!* which is presented by the seven
- **Faces of UWC.** The Faces are well known divers from diverse international locations. Each month they present:
 - Resort reports from different parts of the world
 - Bite-sized topical stories, interviews and equipment reviews
 - *Exposure*: an underwater photography master class with **Martin Edge** starting in October
 - *Creature Features*: An unscripted look at underwater species with [Dr. Alex Mustard](#)
- **Professionally produced video** from international underwater film makers covering:
 - A broad range of subjects from natural history, wreck diving and cave diving, marine conservation, expeditions, creature encounters, scuba adventures and more
- **A Complimentary website** with blogs and forums, program information, background info to Faces, UWC competitions

The Faces of UWC:



Julie Andersen © Eric Cheng

- [Mark Addison](#) – South Africa based intrepid shark researcher
- [Julie Andersen](#) – USA based environmentalist and shark angel
- [Sara Campbell](#) – world champion free diver based in Dahab
- [Simon Enderby](#) – Malaysia based underwater cameraman and photographer
- [Monty Halls](#) – UK based explorer best described as an 'underwater Indiana Jones'
- [Miranda Krestovnikoff](#) – UK based zoologist, author and TV presenter
- [Roger Munns](#) – Malaysia based underwater cameraman and photographer

Amongst September's *Splash!*

- ***Creature Features*** Join award winning underwater photographer and marine biologist Dr. Alex Mustard as he sneaks into the archives at the Underwater Channel and has a browse through some breathtaking footage captured by some of the world's leading underwater cameramen, such as Peter Scoones and the Scubazoo team.

Mustard commented "It is an amazing opportunity to have access to this material, like going behind the scenes as if perched on the shoulder of one of these top cameramen. For me, each program is a voyage of discovery, I never know what is going to happen next and these guys regularly capture creatures and behaviour new to science."

- ***Deep Talk*** features an interview with Canadian conservationalist, environmental activist and founder of Sea Shepherd - Paul Watson. Paul expands on his campaigning conservation work, his plans to prevent shark-finning and his next round of activities to halt the Japanese whaling ships from further mass slaughter.

PADI Worldwide's International VP for Marketing has said of UWC "The concept of a Broadband TV Channel dedicated to the diving and underwater world is long overdue and PADI is delighted to be forging a relationship with UWC and exploring the opportunities it presents. The Underwater Channel will allow the worldwide PADI community of some 10 million divers to see and learn about the marine environment in a new and exciting way".

The founder of the Channel is Emmy award-winning filmmaker Nicholas Claxton who says "I'm thrilled that the concept of the Underwater Channel has been met with such enthusiasm from so many key figures in the dive community not just in the UK but wider Europe, USA and Asia Pacific too. The global diving community is young and internet-savvy. This is the birth of a pioneering venture which will cater for their passion online and hopefully persuade armchair divers to take the plunge!"



Sara Campbell Red Sea Face



Miranda Krestovnikoff UK Face



Simon Enderby Face of Malaysia

NOTES TO EDITOR:

The Underwater Channel will launch on 1st September, 2008 on the [Babelgum](#) platform. A free internet TV network supported by advertising, Babelgum combines the full-screen video quality of traditional television with the interactive capabilities of the internet, offering professionally produced programming on demand to a global audience.



Roger Munns: the other Face of Malaysia

In the diving industry, the commercial challenge has always been how to increase interest in the marine environment and thereby encourage more people to take up the sport. By bringing the experience of diving into people's homes through a dedicated broadband TV channel, rather than occasional programmes on broadcast TV, **The Underwater Channel** intends to become **the** destination for divers and hopes to tempt 'armchair' divers (those interested in the big blue but not yet taken the plunge) out of their seats and into the water!

There are an estimated 20 million amateur and professional divers worldwide, but the community is fragmented geographically. This makes it difficult for conventional media to serve and exploit it on a profitable basis. The advent of global broadband Internet makes it possible to address this valuable community, deliver a compelling visual experience and build an attractive audience for advertisers and sponsors to target. The site will also appeal to a wider audience new to the subject or sharing a common interest in marine ecology and learning about the oceans.

As a free to air channel UWC's core revenues will come from both advertisers and sponsors. In addition to the dive manufacturers – wholesalers and retailers alike - UWC will be targeting airlines, hotels, tourism, lifestyle, luxury and leisure brands among many others, all of whom have a strong association and link globally to UWC's target audience.

Nicholas Claxton MD and Founder of **The Underwater Channel** is an Emmy award-winning Producer/Director, whose previous experience includes producing and over-seeing a number of high quality and high-rating factual programmes for the BBC, ITV, Channel 4, National Geographic, Discovery and other major international broadcasters.

For logos, high res pics and further Press Information please see [The UWC Media Centre](#)

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View the channel from 1st September, online, anywhere in the world:
www.theunderwaterchannel.tv

Links to The Underwater Channel:

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