



Market

With population little over 3 million people and a GDP of \$14B it is a market that you would consider relatively small.

The IT market is estimated about \$190 million, with \$66 spending per capita and market growth of 1.4%

The ICT Development Index in the previous years, between 2002 – 2010, recorded an extremely high growth of 88%.

There are more than 1800 companies and over 8000 professionals that operate in the IT industry.

The Albanian ICT sector has improved significant in the last 6 years due to the efforts from the local government, donors and businesses. Furthermore, the annual report indicates that the ICT is one of the main development opportunities when doing business in Albania. On the other hand, access to finance, corruption, tax rates and regulation are the main disadvantages when considering in investing in the domestic market and some hurdles you should take under serious thought before engaging in trade with a local representative.

For telecommunication and mobile companies, the advancements over the last years in ICT infrastructure are a great improvement. There are 4 mobile operators with 2 of them offering 3G to their customers and currently operators are preparing to introduce 4G. A couple of years ago the mobile penetration was close to 90% and now it is expected to have surpassed it, being one of the highest rates in the region.

Achievements

To date, Tring is one of the leading companies in the field of media, broadcasting and telecommunications. Tring products, Tring TV and Tring Internet are two of the most valuable brands in the market in the last decade in Albania and the neighboring countries. Tring TV counts 450,000 household subscribers, who can obtain Tring TV channels via satellite, terrestrial, cable and IPTV platforms. Some of the main channel categories are: Movies, Kids, Lifestyle, Documentaries, Sports, and Adult. Tring TV broadcasts through terrestrial and satellite signal in two packages, respectively with more than 40 and 50 channels. Tring Internet, on the other hand, has 35,000 household subscribers of Internet broadband and VoIP telephony. Tring differs from its competitors in the market because

it uses the latest technologies such as Optic Fiber, HFC (Hybrid Fiber Coaxial), Satellite and ADSL+.

Tring TV's competitive advantage is that it offers a large number of its own channels with high quality of broadcasting and at lower prices; meanwhile Tring Internet has a large service coverage area and some of the most affordable prices.

Tring initially focused on creating a wide distribution network, which presently includes more than 180 stores across Albania, Kosovo, Montenegro, and Macedonia, while also establishing reliable partnerships with some of the Albanian retail consumer electronic chains. Tring operates all over Albania, in the Balkan region and its channels are in high demand all over the world where there is an Albanian diaspora. Its subscribers continue to grow in number thanks to its quality of services and customer care.

History

Tring was formerly part of Albanian Satellite Communications (ASC), which was founded in 2006 by "Dulaku family", while Tring TV was born in 2008 with 100 percent participation of Albanian investors. Tring took the hungry Albanian market by storm by being the first company to offer triple play in the country. As the company's operations grew, ASC focused on providing Internet and telephone service while Tring focused on the field of media. These companies spun off services on IP and Digital technology giving birth to two other companies: Tring TV and Tring Communications. In August 2014, these two companies rebranded themselves and unified under the unique brand TRING. This made it possible that the relevant services are delivered on a unified platform and orientation.

Presently, Tring is one of the most dynamic Albanian companies in the field of media, broadcasting, and telecommunications. As a triple play provider, Tring is the one stop for all TV entertainment needs, telephony and Internet. Tring is headquartered

in Tirana, Albania. It recently moved to a modern campus at Kombinat District. Tring's another company, Edil Group, is one of the largest and most successful in the country.

Products

Tring constantly offers quite a large range of innovative products and services at high quality. Tring Television services 450,000 family subscribers, who watch Tring channels via terrestrial and satellite signal, cable, and My Tring IPTV. There is always something to watch for each customer and this is affirmed by the number of viewers all over the world that have already made their final choice Tring TV. Tring offers up to 100 channels for each category: Movies, Kids, Lifestyle, Documentaries, and Sport & Adult. One of Tring TV's most watched channels is Living HD, the first and only lifestyle channel in Albania. This channel was originally launched in August 2012. Its main target group is women. Living HD is the ultimate lifestyle destination with advice on food and wine, home and garden, real estate, shopping, leisure, travel, fashion, and Health.

Living HD is also on line with a dynamic website launched in 2012 offering ideas about all aspects of living styles and instant advice. The rich and unique content found its way into print and Living Magazine was born. It is a seasonal magazine focusing on women and their needs with lifestyle ideas and advice who go to it to find the latest in interior and exterior design, cooking, beauty tips, etc. It remains the top lifestyle magazine in Albania with its high quality print and original content. Living publishing

Tring launched a fully featured next generation of TV service, available on TV sets, tablets, smartphones and more—**My Tring IPTV**. Known as the TV of tomorrow, IPTV offers programming at anytime, anywhere and in any device. IPTV is defined as the secure and reliable way of delivering to subscribers entertainment and related services. My Tring IPTV offers additional features like Multi Screen, DVR, EPG, Channel Blocking, List of Favorites, Network Pause Live TV, Time Shift 6 and up to 100 national and international channels. My Tring IPTV is available all over the world including the USA. With IPTV, deployments, network security and performance are tightly managed to ensure a superior entertainment experience. Our strong support team and technical expertise has allowed us to be one of the most popular IPTV streams available in the market.



house started its operations in November 2015. Its purpose is to bring closer to the tastes and preferences of readers, offering the best literature. Living brings to the readers best sellers books fulfilling his requirements referred to contemporary literature.

Tring Internet offers high speed internet service at the most competitive prices in the Albanian market and with high quality of service using advanced technology of Optic Fiber, HFC (Hybrid Fiber Coaxial), Satellite and ADSL+. Tring is the first provider that offers triple play services, Internet, VoIP telephony, and TV, in one single package. Along with residential services, Tring also offers services for business customers including Internet and Data Transmission, Telephony Solutions, Satellite Services, IPVPN, and Hosting.

Tring Telephony is a reliable way to connect with family and friends. It offers worldwide connection with the best rates in the market only 1 ALL/min. This service also includes phone line and installation for free, 24 hours of support, recharging according to client's needs etc. Additionally, it offers extra services like Tring Voicemail, Return of Lost Calls, Call ID, Call Waiting, and 3 Way Calling.

In cosponsorship with Vizion Plus, a national TV station, Tring brought to life two reality shows in Albania—Dancing with the Stars, a dancing competition licensed by the BBC, and Apartment 2XL, an improvisational comedy show.

Recent Developments

During 2016, Tring TV invested in structuring Tring channels and programming by buying programs with a high rating audience. Turkish series like: Cherry Season, Unfortunate Beauty, The Promise, Queen of the Night, Rent Love, Endless Love, The Promise became part of the Tring programming platform.

In March 2015, Tring launched My Tring IPTV in every corner of the world including the USA.

Tring brought to life two international formats: Shopping Queens and Blind Taste.

In August 2015, Tring bought the exclusive

rights of the largest football event UEFA Champions League, for three consecutive seasons, 2015-2018.

On 16 October 2015, Tring TV finalized the partnership with Telekom Albania bringing to market new Mobile TV service.

In November 2015, Tring TV finalized the partnership with Albtelekom making part of the market a new Mobile TV service.

Tring TV entered into agreement to transmit Tring TV content through Abcom cable.

In April 2014, Tring launched My Tring IPTV on the Albtelecom Network.

Tring upgraded the transmission format of its contents from MPEG 2 to MPEG 4 on the satellite platform, offering its customers the maximum quality of picture and sound. Tring also increased the number of the transmitted channels to all its Tring customers without change in price.

Tring upgraded the transmission (broadcast) format of its content from MPEG 2 to MPEG 4 on the terrestrial platform.

Tring broadcasted for the first time Tring TV content through the IPTV network Thome, part of Deutsche Telecom in the territory of Macedonia.

Tring reached an agreement for the transmission of Tring TV content through the network of PTK Kosova IPTV.

Tring broadcasted for the first time Tring TV content on the cable TV network Blizoo, part of Austria Telecom.

In August 2010, Tring TV started broadcasting Sports Channels.

Tring reached an agreement for the broadcasting of Tring TV content through the cable TV network Kujtesa in the territory of Kosovo.

Promotion

Tring's goal is to create a loyal and stable relationship with all its customers by offering a unique experience in quality services and customer care. Tring aims to be innovative in the market and become the leading triple play provider and digital platform for Albanians by delivering a large number of channels with the best quality format transmission and programs for all family members at an affordable price. Tring endeavors to entertain

all of its audiences. Tring is created to satisfy everyone's taste, to make people laugh, like its motto it knows no limits as to programming, topics or products. It has only one goal: to make viewers eager to see and to receive inspiration.

Brand Value

For all its customers, Tring is synonymous with exclusive entertainment and the best service and products on the market. Tring aims at better understanding what viewers want and be intuitive in every facet of their products from user experience, through to recommendation engine, social features, and multiscreen experience.

Tring's brand in Albania and abroad is linked immediately with its services: Internet, television and telephony. Tring rides on the cutting edge of technology and embraces all technology changes and new ways of thinking. They constantly continue to craft and improve on their products in order to deliver the best experience they possibly can.

Tring brand is recognized in the Albanian market and abroad, as a company that respects both decisions and commitments. Confidentiality of information about consumers and companies is fully protected. It strives to bring novelty to the market and to provide its customers with the richest and most innovative featureset.

THINGS YOU DIDN'T KNOW ABOUT

TRING

The origin of Tring dates at 2006 with the Albanian Satellite Communications, a private owned company, based in Tirana city, having as main intention to offer the Hi-Speed internet communication to the business entities and families. With the increase of the needs and services, as natural process, the company focussing in internet broadband and telephony services have made possible the creation of two new companies, Tring TV and Tring Communications.