



## **Hochanda continues its record growth by becoming the go to destination for entertainment and inspiration across Craft, Hobbies and Art on the Freesat Platform.**

**Hochanda has experienced amazing growth since inception in August 2015. Hochanda showcases the vast majority of the UK's leading craft brands and has developed a customer membership scheme called "Freedom" offering its customers many exclusive benefits including – free unlimited postage, exclusive member discounts and members only events.**

**Hochanda is proud to be showcasing its exclusive live content to its customers on the Freesat platform. Hochanda launched in the UK in August 2015 and has seen record growth within the UK T.V. shopping market – developing a strong partnership with Freesat to ensure entertaining and engaging live content for their customers to consume.**

Dedicated to demonstration, education and innovation within the Crafts, Hobbies and Arts retail market, Hochanda is fast becoming the go to destination for inspiration and entertainment featuring most of the UK's best demonstrators and the market leading brands.

Hochanda looks to entertain and educate its amazing customers to inspire them to get creative. Hochanda is proud to be at the forefront of the latest technology and is working closely with Freesat to enable more on demand features and full catch up services, including APP developments directly to your T.V.

Hochanda would like to thank all its wonderful loyal customers for their support and thank Freesat for allowing Hochanda to highlight all its amazing products and supply partners brands.

Hochanda Director of Sales and Marketing, Ross Brown, comments "It has been an amazing journey, we are all part of a wonderful team and are extremely humbled by the support our fantastic customers have shown. We have been blessed with so many amazing brands and inspirational guests. Hochanda is proud to showcase our wonderful demonstrations on the Freesat platform."

Freesat Marketing Director, Guy Southam, comments "In the last twelve months, Hochanda has experienced strong, sustained growth amongst the Freesat base, growing its monthly

audience by over 50% from February 2017 to February 2018 and increasing the amount of time viewers spent on its channel by over 20% in the same period. Hochanda has experienced fantastic growth on Freesat over the last year and its testament to Hochanda's expertly crafted programming that more viewers are tuning in and are watching for longer. With summer approaching, and big social events like the Royal Wedding we expect to see continued growth in Hochanda's audience in 2018."



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Notes to Editors & About Hochanda:

HOCHANDA, an acronym for "Home of Crafts Hobbies and Arts" One of the leading UK shopping channels, featuring live content-rich broadcast aimed to inspire and educate both beginners and experts alike, TV home shopping channel on Freeview 85, Sky 673, Freesat 817, IOS APP Store & its online home [www.hochanda.com](http://www.hochanda.com)

US customers access Hochanda via its dedicated US web site, [www.hochanda.com](http://www.hochanda.com) and IOS APP "Hochanda Go" – Join Freedom for Free unlimited US shipping

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