



## **CBS STUDIOS INTERNATIONAL PARTNERS WITH CHELLOMEDIA ON UK TELEVISION CHANNELS**

### **Branded CBS Channels Will Be Created From Chello Zone's Existing Entertainment Channels**

London, 14 September 2009: CBS Studios International, a leading supplier of programming to the international television marketplace, has reached an agreement to form a UK television partnership with Chellomedia, the international media and TV company with a portfolio of 26 TV channels.

As part of this partnership, Chellomedia's international broadcaster arm, Chello Zone, is entering into a 50/50 joint venture in the UK; under this, branded CBS channels will be created from six of Chello Zone's existing portfolio of TV channels in the UK: Zone Romantica, Zone Thriller, Zone Horror and Zone Reality, Zone Horror+1 and Zone Reality+1.

The themed channels, which will be re-branded later this year, will secure programming from CBS's vast catalogue of more than 70,000 hours of programming, including *Dynasty* and the original re-mastered series of *Star Trek*. In addition to drawing substantially from CBS's library for drama, reality and long form content, the channels will continue to acquire programming from third party suppliers.

The advertiser-supported Chello Zone channels collectively reach more than 13 million homes throughout the UK via the Sky, Virgin Media and FreeSat platforms. They will continue to be operated by Chello Zone with a new board being formed with representatives from CBS and Chello Zone, to guide strategy and direction for the new venture.

"The CBS brand is recognized around the world for quality, both as a production studio and as a network," said Armando Nuñez, President, CBS Studios International. "This venture opens a new distribution outlet for our vast library of content, and complements our strong ongoing licensing of programming in the UK and around the world. We look forward to working with our new partners at Chello Zone to utilize CBS's great programming assets to maximize viewer interest and advertiser value for these channels."

"This UK partnership marries our channel expertise with one of the world's largest libraries of high quality and globally popular programming; we are delighted that CBS and Chello Zone are entering into this prestigious partnership on our UK entertainment television channels," says Chellomedia President and Liberty Global Chief Strategy Officer Shane O'Neill. "The JV with CBS will significantly enhance our

UK channel portfolio, create a clear proposition for advertisers, and above all create essential TV destinations where British viewers will enjoy a rich choice of popular programming from CBS.”

The venture is subject to customary conditions, including regulatory and other approvals.

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**For more information contact the Chello Zone press office:**

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**NOTES TO EDITORS:**

**About CBS Studios International**

CBS Studios International is the leading supplier of programming to the international television marketplace, licensing to over 200 markets and more than 30 languages across multiple media platforms. CBS Studios International also exports a diverse line-up of formats for local production around the world and participates in international channel ventures. The division distributes content from CBS Television Studios, CBS Television Distribution, Showtime, CBS News, CBS Films and a library of more than 70,000 hours of programming. CBS Studios International is a division of CBS Corporation.

**About CBS Corporation**

CBS Corporation (NYSE: CBS.A and CBS) is a mass media company with constituent parts that reach back to the beginnings of the broadcast industry, as well as newer businesses that operate on the leading edge of the media industry. The Company, through its many and varied operations, combines broad reach with well-positioned local businesses, all of which provide it with an extensive distribution network by which it serves audiences and advertisers in all 50 states and key international markets. It has operations in virtually every field of media and entertainment, including broadcast television (CBS and The CW – a joint venture between CBS Corporation and Warner Bros. Entertainment), cable television (Showtime Networks and CBS College Sports Network), local television (CBS Television Stations), television production and syndication (CBS Television Studios and CBS Television Distribution), radio (CBS Radio), advertising on out-of-home media (CBS Outdoor), publishing (Simon & Schuster), interactive media (CBS Interactive), music (CBS Records), licensing and merchandising (CBS Consumer Products), video/DVD (CBS Home Entertainment) and motion pictures (CBS Films). For more information, log on to [www.cbscorporation.com](http://www.cbscorporation.com).

**About Chellomedia**

Chellomedia, the European content division of Liberty Global, Inc. is a leading international media company & distributor of channels, content and video services. The division's operating companies and business units, currently own and operate 26 branded TV channels and run a suite of digital, On Demand and broadband services in Europe. The aggregate subscriber base of the channels and its feeds reach 235 million homes\*. Chellomedia focuses its TV channel business globally through its 100% owned and operating company Chello Zone via channels such as JimJam, the leading international pre-school channel, Zone Reality, Zone Horror and the Extreme Sports Channel and regionally in Iberia through Chello Multicanal, in the Benelux, where Chello Benelux operates the premium sports and movie channels Sport1 & Film1, and in Chello Central Europe where the bouquet includes Sport 1&2, the leading children's channel- Minimax, documentary channel- Spektrum and the joint venture channel MGM.

\*Consolidated (198 million) and non consolidated (36 million) channels, multiplexes and feeds. For more information, visit [www.chellomedia.com](http://www.chellomedia.com)

**About Chello Zone**

Chello Zone is a leading international broadcaster and creator of bespoke thematic television channels. Its portfolio of nine owned and operated channels includes Zone Reality, Zone Romantica, Zone Club, Zone Horror, Zone Thriller, Zone Fantasy, Extreme Sports Channel, the Hollywood Channel and pre-school channel JimJam (a joint venture with HIT Entertainment). Chello Zone channels reach audiences in more than 300 million homes across 125 countries and in 23 languages. Chello Zone is a business unit of international media company Chellomedia, part of **Liberty Global, Inc.**, the world's leading international cable operator. For more information, visit [www.chellozone.com](http://www.chellozone.com).