



Chellomedia's Dutch Premium Movie Channel Film1 Announces the Success of it's On- Demand Service

- 150,000 films ordered in a month
- New *Film1 Action* channel included in all Dutch cable packages

Amsterdam, October 14, 2008: Film1, Chellomedia's Netherlands based premium movie channel, announced the increasing success of *Film1 On Demand* service with 150,000 films ordered within the launch month (August 25 2008).

Film1 also announced the inclusion of its recently launched action movie channel *Film1 Action* to the packages of all Dutch cable operators- UPC, Ziggo, CAIW, Delta (and soon on Tele2).

Casper Keller, Film1's General Manager said, "The increasing success of *Film1 On Demand* and the launch of our fifth movie channel *Film1 Action* on 1st October'08 has consolidated Film1's position as the premium movie channel in the Netherlands. However the real gain is for our subscribers who, as the numbers show, truly appreciate our new services."

Film1 On Demand

A monthly subscription to Film1 provides its viewers with five Film1 TV channels plus an option to choose one or more titles from a varying selection of more than 120 top-class movies. On an average, Film1 subscribers with access to this Subscription Video On Demand service (SVOD), watched two films from the channel library in the launch month. The family and action genres were the most popular of all. At present the Film1 SVOD service is only available on UPC's Digital Television platform.

The October selection for *Film1 On Demand* includes *Transformers*, *Evan Almighty*, *Knocked Up*, *The Bourne Ultimatum*, *Death Proof* and *Alles is Liefde*.

ENDS

About Film1

Film1 is a Dutch digital Pay TV channel of Chellomedia, the European content and digital services division of Liberty Global, Inc. Film1 transmits five commercial-free film channels 24 hours a day, offering quality films which have their first TV showing in the Netherlands – ranging from box office hits to independent motion pictures and art house films. The channel has entered into exclusive contracts with most Hollywood studios,

including Warner Bros, Universal, Fox, Paramount, DreamWorks and Disney. Film1 also offers an HDTV channel at no additional cost. In addition to television channels, Film1 operates *Film1.nl*, the largest film website in the Netherlands. Viewers are able to receive Film1 by subscribing to the services of UPC, Ziggo, CAIW, Delta, Tele2 or Canal Digitaal Satelliet.

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 220 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 and the joint venture channel MGM.

*Consolidated (185 million) and non consolidated (35 million) channels, multiplexes and feeds.

Contact

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