

## **PRESS RELEASE**

### **Chellomedia introduces easy to use I-ad solutions for Satellite, Freeview and Cable**

**London June 5<sup>th</sup> 2007: Chellomedia Interactive Services today launched a range of convenient advertising solutions for digital TV platforms such as satellite, freeview and cable in the UK and mainland Europe. The solutions are built to offer advertisers a faster, simpler and more cost-effective means of using interactive TV advertising whilst offering creative flexibility, data capture and research features.**

The new solutions range from entry level "data capture" templates through to sophisticated applications including bespoke audio and video. Commercial terms vary between €5,000 to €100,000 dependant upon the scale of the campaign and the bandwidth required. This innovative design, hosting and distribution system by Chellomedia gives advertisers the opportunity to make substantial savings versus alternative offerings.

Chellomedia Interactive Services' Executive Vice President, Noel Leslie, commented on the launch, "We believe there is still considerable room for substantial growth within the UK market and massive opportunities to lead European adoption. Our customers tell us that solutions must not only offer wide creative scope but should also be simple to deliver and attractively priced. This is precisely what we have developed."

Chellomedia has been successfully using these solutions to conduct a range of commercial pilots in the Netherlands for brands including Nissan, L'Oreal, Pirates of The Caribbean III, Rabobank and Holland Casino as well as broadcasters such as TMF, Discovery, RTL and SBS. The results on these have been extremely positive with response rates of up to 8% on certain applications. Chellomedia also has substantial UK experience having produced a number of i-ads for broadcasters including ITV, Channel 4 and IDS.

The i-ad team at Chellomedia has recently expanded to include Peter Marsh (formerly ITV), Louise Kelsall (IDS) and Christian Ruland (Red Bee). The team will be exhibiting and presenting at this year's Cannes Lions from the 17-23 June.

The new solutions have so far received a very positive response and will now be available from July'07 on platforms including Sky Digital and Freeview.

**Chellomedia Interactive Services** provide interactive and enhanced TV applications and services for distribution over TV and broadband platforms as well as multi-territory web entertainment portals. Interactive TV and entertainment accessed over the Internet are both expected to play a significant role in cable operator, UPC Broadband's triple play offer. Chellomedia's Interactive Services develops and delivers applications and services for TV and personal computers. For the television, these include electronic program guides, interactive portals and enhanced services such as multi screen mosaics. The business unit also develops applications to manage content and video for on demand delivery to personal computers and

as well as the streaming of television channels. The group also aggregates content for Interactive TV and web portals.

Chellomedia Interactive Services is a business unit of Chellomedia, the Europe-based content division of Liberty Global, Inc. and a leading international media company & distributor of channels, content and video services; it currently fully owns and operates 22 branded TV channels and runs a suite of Digital, On Demand and Broadband services in Europe.

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