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## JIMJAM LAUNCHES ACROSS CENTRAL EUROPE - CHANNEL SET TO EXCEED SIX MILLION TV HOMES-

**13th December 2007, London & Central Europe** – JimJam, the new 24-hour pre-school television channel, is launching its first feed across Central Europe, adding a further 1.4 million subscribers. Adding to the existing channel reach on Sky Italia children's package, the channel is set to exceed six million television households by early 2008.

These new launches mark the ambitious roll-out plans of its owners Chellomedia, the European content division of Liberty Global, Inc. and HIT Entertainment, one of the world's leading independent children's entertainment producers and rights owners. Together, HIT and Chellomedia's subsidiary, Chello Zone, will continue to launch and distribute the channel internationally throughout 2008.

The roll out in Central Europe follows JimJam's launch and successful performance on the Sky Italia platform in Italy. The recent launches see the channel add a further four new territories where it is fully versioned in the local language. JimJam will now be carried on UPC Broadband, Europe's largest cable network, in Poland, Hungary, Slovakia and the Czech Republic. The channel has been dubbed into English, Polish, Hungarian and Czech with a Romanian channel due to launch in January 2008.

UPC Chairman of Central Europe, Nimrod Kovacs commented, "We are delighted to add a children's channel specifically targeted at a pre-school demographic, to our footprint. JimJam widens our current offering and complements our portfolio of children's channels, which includes Minimax."

The joint venture combines Chello Zone's expertise in international channel distribution and management with a world-class and internationally renowned portfolio of pre-school programming from HIT Entertainment including **Thomas & Friends™**, **Bob the Builder™**, **Fireman Sam™**, **Angelina Ballerina™** and **Barney™**, **James the Cat™** and

**Kipper™**. The channel will also acquire programming from third party distributors. JimJam is a pre-school television channel created for children aged 1 – 4 and their parents and carers. JimJam features a lively programming mix of the world's favourite children's television shows, sing-a-long fun, puppets, animation and captivating story-telling.

JimJam will launch across Western Europe, Asia and other territories in 2008.

Shane O'Neill, President of **Chellomedia** commented, "We are delighted with the new market launches of JimJam across a further four countries and see this next phase as a great testament to the first class collaboration between Chello Zone and HIT Entertainment. We are also pleased to broaden our range of children's channels which already includes Minimax and Panda. JimJam offers an outstanding children's programming line up and we know it is going to be a huge hit in the territories it now reaches and those which will be receiving it early 2008."

Bruce Steinberg, Chief Executive Officer, HIT Entertainment commented, "*The launch of JimJam marks a tremendous achievement for our joint venture partners Chellomedia and Chello Zone. We are delighted that after months of hard work, JimJam has been brought to life on UPC's world-class cable and satellite networks and by January we will distribute to an amazing six million subscribers. Our pre-school shows have millions of fans throughout the world and we're thrilled that even more young viewers will now have the opportunity to engage with some of the world's best children's programming on offer.*"

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## Notes to Editors

### About Chellomedia & Chello Zone

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 27 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 200 million TV households homes. Chellomedia focuses its TV channel business globally through its 100% owned and operating company Chello Zone via channels such as ZoneReality, ZoneHorror and the Extreme Sports Channel and regionally in Iberia through Chello Multicanal, in the Benelux, where Chellomedia owns and operates the premium bouquet, Sport1 & Film1, and in Central Europe via Sport 1, & Minimax and through the joint venture MGMCentral Europe.

Chellomedia acquired Chello Zone in 2005; the company is a leading international broadcaster, distributor and representative of thematic television channels. Chello Zone was founded in 1991 and today has 18 offices and studios throughout Europe, Asia and Latin America. Chello Zone owns and operates ten thematic channels: Zone Reality, Zone Reality Extra, Zone Europa, Zone Romantica, Zone Club, Zone Horror, Zone Thriller, Zone Fantasy, Extreme Sports Channel and pre-school children's channel, JimJam, which are broadcast in over 125 countries in 24 languages. Chello Zone has a successful channel representation business and currently represents more than 30 international channels created by companies such as

Sparrowhawk, Turner, Hallmark, MTV, Discovery and VOOM HD. Chello Zone also has a programme distribution business and continues to syndicate formats, series and specials from the world's top producers.

#### **About HIT Entertainment**

HIT Entertainment, owned by private equity investment group Apax Partners, is one of the world's leading independent children's entertainment producers and rights-owners. HIT's portfolio includes properties, such as *Barney™*, *Bob the Builder™*, *Thomas & Friends™*, *Pingu™*, *Fireman Sam™*, *Angelina Ballerina™* and *Rainbow Magic™*. HIT represents *Fifi and the Flowertots™* in North America and Japan and acts as a worldwide representative for The Jim Henson Company's library of classic family brands and as representative for *The Wiggles®* in the UK. HIT also owns the Guinness World Records™ publishing and television property. Launched in 1989, HIT's lines of business span television and video production (including studios in the US and the UK), publishing, consumer products licensing and live events. With a catalogue of more than 1,000 hours of young children's programming, HIT sells its shows to more than 240 countries worldwide, in more than 40 different languages and has operations in the UK, US, Canada, Hong Kong and Japan. In 2005, the Company joined Comcast Corporation, PBS and Sesame Workshop to launch PBS KIDS Sprout<sup>SM</sup>, a 24-hour digital cable channel and VOD service for preschoolers. In 2007, HIT and Chellomedia, the European content division of Liberty Global, Inc and its subsidiary ChelloZone, announced a joint venture to launch and distribute JimJam, an international preschool TV channel (excludes the US, UK and China). For more information, visit [www.hitentertainment.com](http://www.hitentertainment.com).

#### **About JimJam**

JimJam is a pre-school television channel created for children aged 1 – 4 and their parents and carers. JimJam features a lively programming mix of the world's favourite children's television shows, sing-a-long fun, puppets, animation and captivating storytelling. The best loved and most trusted names in children's television come out to play on JimJam, including Thomas and Friends™, Bob the Builder™, Fireman Sam™ and Barney and Friends™. The channel offers children and their families a stimulating and safe environment in which kids can learn as they grow. JimJam is available in all local languages around the world. JimJam launched in Italy in 2006 on SKY Italia, broadcasting to over four million subscribers. The channel was acquired in September 2007 as part of a joint venture partnership between Chellomedia, a Liberty Global company, and HIT Entertainment, to launch and distribute JimJam internationally.

On the web: [www.jimjam.tv](http://www.jimjam.tv)