



ZONEMEDIA PROGRAMMING HEADS FOR GLOBAL TV DISTRIBUTION PLATFORM JOOST

London, x June –Zonemedia has today confirmed it will supply content to Joost, the world’s first broadcast quality internet television service.

Zonemedia will offer an array of programming from its Extreme Sports Channel including *Kelly Slater Invitational, Streetball, Pro Surfing Tour, The World Ski and Snowboard Festival* and *Genex*. The programmes will be available in parts of the world including Europe, Israel, South Africa and the Russian Federation. Over the coming months additional Zonemedia channels will also launch including content from flagship channels Zone Horror and Zone Reality.

Zonemedia channels have carved out a significant audience for their genres on TV and mobile screens. The deal with Joost creates a home for the thematic brands on IPTV and is a natural extension of the channel’s distribution.

Yvette Alberdingk Thijm, executive vice president, content strategy and acquisition for Joost comments, “Zonemedia’s fast-paced programming is an excellent fit for Joost. It is our aim to secure the very best content for our customers and we believe this exciting collaboration will be the start of an on-going relationship between our two innovative companies.”

Tanya Gugenheim, Zonemedia’s chief business development and new media officer adds, “We’re delighted to be working with Joost which is leading the way

in IPTV. We are very keen to move our diverse range of content into the multi-platform space and Joost, with its ground-breaking approach and growing audiences, is a great place for us to be.”

Founded by Janus Friis and Niklas Zennström, Joost combines the best of TV and the best of the Internet by offering viewers the experience of sight, sound and motion enhanced with the choice, control and flexibility of Web 2.0. Joost is the first online, global TV distribution platform, bringing together advertisers, content owners and viewers in an interactive, community-driven environment.

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About Zonemedia

Based in London, Zonemedia is a leading international broadcaster, distributor and representative of thematic television channels. The company was founded in 1991 and today has 18 offices and studios throughout Europe, Asia and Latin America.

Zonemedia owns and operates nine thematic channels: Zone Reality, Zone Reality Extra, Zone Europa, Zone Romantica, Zone Club, Zone Horror, Zone Thriller, Zone Fantasy and Extreme Sports Channel, which broadcast to over 325 million* households across more than 125 countries in 24 languages.

In addition, Zonemedia 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 VOOOM HD. Zonemedia also has a programme distribution business and continues to syndicate formats, series and specials from the world’s top producers.

Zonemedia is a business unit of Chellomedia, the European content division of Liberty Global Inc.

**includes a branded block on CCTV-8 China reaching 200million households*

www.zonemedia.net Web site: www.lgi.com

About Joost™

Joost™ provides a new way of watching TV that combines the best of full-screen television entertainment with the interactive and community benefits of the Internet to bring broadcast-quality video to viewers anytime, anywhere. Based on a state-of-the-art, secure, peer-to-peer streaming technology, Joost can be accessed with a broadband Internet connection and offers video content to viewers for free. Joost features more than 150 channels with programming across all genres, including: cartoons and animation; entertainment and film; sports; comedy; lifestyle and documentaries; and sci-fi. Channels and programs available on Joost vary by geographic region, based on copyright ownership.

To learn more about Joost, visit www.joost.com.

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