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Channel 4 selects Chello Interactive for TV Advertising

London November 13th 2007: Channel 4, the leading UK commercial broadcaster has selected Chello Interactive's Mistral Software to deliver interactive advertising solutions. The deal allows Channel 4 to create and publish interactive advertising on its channel(s) on the Sky Satellite platform.

Chello Interactive's Mistral software has been recently enhanced to offer a new range of advertising solutions for UK satellite, DTT and European Cable platforms. The solutions offer media owners and advertisers greater creative scope and a fast, cost-effective route to delivery on a range of platforms in territories across Europe and beyond. The software has so far been used to create over 50 interactive TV commercials in the past 12 months.

Carie Bolsover, Commercial Interactive Manager at Channel 4 said, "This deal with Chellomedia gives us the opportunity to offer new services to our customers at attractive terms. We're optimistic this will help to further grow the Interactive market."

Chello Interactive Executive Vice President, Noel Leslie said, "Formalising our deal with Channel 4 is yet another step towards our growth as the leading international multi-platform provider of I-ads solutions. We look forward to a productive 2008 working with Channel 4"

Channel 4 is the second UK Broadcaster to sign up for Chellomedia Mistral Software.

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About Chello Interactive

Chello Interactive provides interactive and enhanced TV applications and services for distribution over TV and broadband platforms as well as multi-territory web entertainment portals. The business unit also develops applications to manage content and video for on demand delivery to personal computers as well as the streaming of television channels. The group also aggregates content for Interactive TV and web portals. Chello Interactive is a business unit of Chellomedia.

About Chellomedia

Chellomedia is 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 188 million homes. Chellomedia focuses its TV channel business globally through its 100% owned and operating company Chello Zone via channels such as 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, Minimax and the joint venture channel MGM.

About Channel 4

Channel 4 Television Corporation is a statutory corporation, without shareholders, established by the Broadcasting Act 1990. The corporation is controlled through its board of members, whose chairman is appointed by Ofcom. The board's duty is to ensure that Channel 4's responsibilities are discharged in accordance with all applicable laws and regulations. Channel 4 is a public service broadcaster funded solely from commercial revenues. It receives free spectrum in return for fulfilling its public service obligations as set out in the 1990 and 1996 Broadcasting Acts and its licence, issued by Ofcom, which was last updated in December 2004.

Channel 4 is the core public service channel available on the UK's main digital broadcast platforms. The channel's licence obligations include annual quotas on original, independent and regional production and weekly quotas governing news and current affairs and schools programmes. Year-to-date in 2007, Channel 4 has a 9% share of the total TV audience.

Contact details

For additional information please contact:

Asra Fareed
Chellomedia, Communications
Tel: +31 (0)20 7789 811
Email: afareed@lqi.com