



# PRESS RELEASE



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## Turner Broadcasting selects Chello Interactive for enhanced content production

Turner Broadcasting has signed a deal to use Chello Interactive's Mistral solution for enhanced TV (eTV) services in Europe.

Turner Broadcasting will use the solution to design, publish and manage eTV services for its kids' channels Cartoon Network, Cartoon Network Too and Boomerang on BSkyB in the UK, and Cartoon Network and Boomerang on UPC in Holland. These services currently include an Interactive Screen Mosaic for Cartoon Network viewers, offering a range of games and enhanced content.

Ian McClelland, Director of Digital Media, EMEA at Turner Broadcasting said: 'Interactive and Enhanced TV works particularly well for Cartoon Network and our other children's entertainment channels in the UK. We want to improve that offering to include robust and flexible scheduling, advanced interactive advertising options and the ability to launch and manage similar services in other European territories. Chello Interactive is the obvious choice to facilitate these requirements.'

Neil Meadows, Senior Commercial Director, Chello Interactive, adds: "Turner Broadcasting is a respected digital media player with a robust multiplatform and international distribution strategy, and we're delighted that they have chosen Chello Interactive's Mistral solution. As well as working to meet Turner's immediate requirements, this will also ensure flexibility for future growth."

This relationship cements a busy year for Chello Interactive, who has worked with a broad selection of producers, publishers and advertisers to deliver over 200 iTV and broadband applications in 15 European markets.

**Ends**



### **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 Turner Broadcasting**

Turner Broadcasting System (TBS) Europe delivers some of the world's most successful and well-known news and entertainment brands - Cartoon Network, CNN, TCM (Turner Classic Movies), Toonami, Boomerang, Boomerang + 1 and Cartoon Network Too. The company now broadcasts 21 entertainment channels in 17 languages across approximately 100 countries in Europe, Africa and the Middle East. Alongside its TV channels TBS is at the forefront of developing its brands through the internet, broadband, VOD, DVD, gaming, mobile, merchandising, publishing and every other available platform. Turner Broadcasting System Europe Limited is a Time Warner Company.

### **Contact details**

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