

Big Brother Goes Live To Mobile Phones

Submitted by: Pirate Communications

Tuesday, 8 June 2004

Press release 8th June 2004

BIG BROTHER GOES LIVE TO MOBILE PHONES

Channel 4's Big Brother now available to users of video-capable mobile phones through Vemotion streaming technology

Channel 4's Interactive division, 4Interactive, today announced it has signed a deal with Vemotion, the interactive wireless streaming technology company, to offer viewers end-to-end live (see note to editors) programming of Big Brother from a range of video-capable GPRS (2.5G) mobile handsets.

This announcement follows the successful pilot broadcast to mobiles earlier on this year of Shattered, a Channel 4 game show.

Mobile viewers will be able to watch Big Brother on Channel 4 by accessing the programme from GPRS-enabled phones, smartphones and PDAs. Viewers can activate the service either by sending a SMS text message (VIDEO to 83188) or via Vemotion's WAP menus of available content (see the website www.vemotion.com or WAP site vemotion.com/bigbrother). Vemotion's coverage of Big Brother is being promoted on other mobile content websites.

Vemotion's unique technology is the first in the world to offer live mobile video services based on the latest international standard known as H.264. This new standard doubles performance compared with the previous MPEG-4 standard, and is supported by leading industry bodies such as MPEG and 3GPP. The resulting video and audio is now a rewarding customer experience.

Andy Taylor, Head of 4Interactive said: "Mobile streaming is an exciting new technology and we are delighted to be working with Vemotion to offer this cutting-edge service to viewers. Big Brother is a massive show with fans who are desperate to keep up and we now have the means for them to do so."

Tony Antoniou, Vemotion's CEO, added: "Sir Clive Sinclair might have invented pocket televisions but we are the first to get people watching them. Just about everyone carries a mobile; Vemotion's ability to deliver high-quality live video over GPRS networks to mobile phones is the beginning of something new, which will appear quite normal in a few years' time. We are very happy to have started it all off!"

-ENDS-

Notes to editors:

Channel 4

Since 1982 Channel 4 has been making television that matters – offering an alternative to the

mainstream on other channels and placing a premium on innovation, originality and diversity, it has been Britain's most cutting edge, controversial and creative broadcaster of the last two decades. Channel 4 is unique – a public service channel funded entirely by advertising. It reinvests all its profits in generating new creative opportunities for Britain's most talented producers and filmmakers.

4Interactive is responsible for the building and extending of Channel 4's brand properties and reputations in interactive media. Its major activities comprise: -Online via a single Channel4.com "supersite", Interactive TV and Mobile & Fixed line Telephony. The department also plays a vital role in the development of "cross-platform" properties, utilising many or all of the above activities, and best typified by its work on Big Brother.

Vemotion

Vemotion (www.vemotion.com) is an independent company operating Europe's first mobile video hosting services. Using patented technology Vemotion delivers full-colour video services to the latest mobile phones, PDAs and PCs across the web such as the Nokia N-Gage, 7650, 6600 and 3650, Sendo X, SonyEricsson P900, O2 XDA/XDA2 and HP iPAQ. The most popular video applications currently are live television, music videos, cartoons, sports and news clips, video alerts and video greetings. With the typical length of clips being between 20 seconds and 4 minutes, users pay as little as 30 pence. Vemotion's solution allows users to watch live events, access content on demand, or download clips for later viewing. The company, which has recently completed funding, is also the first in the world to offer mobile video services based on the latest H.264 standard which is supported by leading industry bodies such as MPEG and 3GPP, and which doubles performance compared with the previous MPEG-4 standard.

Live: streaming is subject to a delay of 15 minutes for legal and compliance reasons.

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