

# GMTV Streamed Live to All Foreign Correspondents

Submitted by: Octopus Communications

Thursday, 3 February 2005

---

GMTV streams live via the web to foreign correspondents

London, UK, Feb 3, 2005: Video streaming specialist, Forbidden Technologies plc, today announces a deal with GMTV to stream the breakfast programme live to its network of field reporters on location across the world. This broadcast application, first proven by the partnership during the US elections, allows GMTV's international correspondents to watch the show live or browse through it later from anywhere in the world, via a standard but secure web browser.

This new streaming application ensures on-location correspondents can follow the precise angles and comments made by studio guests and presenters, giving them the ability to respond and tailor their own pieces to reflect the mood in the studio.

Under the terms of the deal, GMTV has bought Forbidden's ground breaking FORscene live compressor that utilises advanced digital compression techniques to deliver a live video feed to PCs, Macs and laptops via the web.

"The ability to view programmes in real-time, from anywhere in the world, is a huge leap forward for television journalists," said Geoff Wright, Chief Engineer, GMTV. "During the US election our journalists reported live from across America, often travelling with the candidates. To keep pace with, and to shape, studio debate our journalists needed to be able to follow the programme and know exactly what is going on in the studio - in a country where we do not broadcast."

Foreign correspondents from all news channels are often forced to deliver reports blind to the debate in the studio, significantly impacting the consistency of reporting. Forbidden solves this problem by compressing the live UK show, making it available immediately for shuttling through and viewing by each on-location team.

In addition to the GMTV application, Forbidden's FORscene allows news camera crews in the field to compress and publish digitised content directly onto the web in a matter of seconds. This is particularly useful in potentially volatile situations where video tapes and cameras can be confiscated, or when reports need to be delivered immediately.

"The business case for live streaming in the broadcast sector is clear, and has received a real boost with this partnership," said Stephen Streater, CEO, Forbidden Technologies. "Forbidden has been pioneering the development of streaming media within the broadcast sector for some time and we are delighted that one of the UK's top TV stations has recognised the significant benefits."

Forbidden and GMTV will continue to work together during 2005, expanding the scope of their partnership and creating innovative streaming projects to enable GMTV to fully utilise its content in today's increasingly mobile world.

- Ends -

## About Forbidden Technologies

Forbidden Technologies plc ([www.forbidden.co.uk](http://www.forbidden.co.uk) <<http://www.forbidden.co.uk>>) develops and markets innovative technology for video distribution over the fixed line and wireless Internet. Forbidden's highly efficient compression allows the streaming of large pictures at high frame rates over the existing infrastructure of modems, broadband and mobile networks. There is no need for dedicated serving software or hardware and its Java player side steps the need for PC plug-ins.

Forbidden's range of end-to-end video communication solutions provide a set of tools for companies who believe that the moving image is the best way to get their message across.

## About GMTV

GMTV is the UK's biggest breakfast broadcaster, attracting an average daily audience of 6million. Launched in 1993, the programme airs between 6am-9.25am, 365 days a year, and it's award winning mix of news, views, interviews and entertainment, make it the viewer's favourite.

For more information, please contact:

CHRIS GENT

OCTOPUS

T: +44 (0) 1753 672 755

M: +44 (0) 7801 518559

DOUBLE IPR AWARD WINNERS 2004