



Channel 4 uses i-ZoneTV[®] to power interactivity for Big Brother 6

26th May, 2005 – Channel 4 will again use Tamblin's i-ZoneTV[®] to power its interactive TV service for Big Brother 6, launching on 27th May 2005. i-ZoneTV[®] will enable Channel 4 to offer a number of interactive applications for the new series, including up to date news, competitions, voting and messaging. Viewers can also use the red button to select and watch dedicated video streams from within the Big Brother House.

Channel 4 and Endemol, the producers of Big Brother 6, will use i-ZoneTV[®] to manage and publish interactive content to the red button service on Channel 4 and E4 on Sky. The interactive content will be available for the duration of the series, 24 hours a day. Tamblin has previously worked with Channel 4 on a number of interactive TV projects, including Big Brother 5, Celebrity Big Brother 3 and Channel Four Racing.

Tamblin's i-ZoneTV[®] is the UK's most widely deployed interactive TV tool, designed specifically for TV producers to manage and control interactive TV content to and from multiple platforms. The dynamic template management tool allows producers to use pre-designed frameworks so content can be updated across multiple platforms, providing flexibility while reducing cost.

According to Stuart Waite, Chief Executive of Tamblin, Channel 4's continued use of i-ZoneTV[®] proves that the template management approach to interactive TV gives producers the confidence and flexibility to ensure iTV remains cost-effective in the long term:

"Big Brother is the biggest interactive event each year and the red button plays an important part in enhancing the content and viewing experience. By using i-ZoneTV[®] to manage their iTV presence, Channel 4 can concentrate their efforts on making the service more engaging and reflective of the program content – ensuring viewers return time and again."

- Ends -





NOTES TO EDITORS

For further information, please contact:

Louise Andrews

Wildfire PR

Tel: 020 8339 4424

Email: Louisea@wildfirepr.co.uk

About Tamblin

London-based Tamblin was founded in 2000 to create a template and content management platform for the emerging complexities of interactive and enhanced TV.

The resultant product, i-ZoneTV[®], is a dynamic publishing, template management and churn tool that allows for content within pre-designed frameworks to be updated across multiple platforms. Created for producers, i-ZoneTV[®] bridges the gap between traditional TV and the complex technologies and processes surrounding today's interactive platforms.

Tamblin has been able to dramatically reduce the time required to produce new interactive TV services streamlining the process of publishing disparate content to multiple platforms with its range of i-ZoneTV[®] tools including i-ZoneTV[®] On-Demand, i-ZoneTV[®] Response, i-ZoneTV[®] Builder, i-ZoneTV[®] Advertiser and i-ZoneTV[®] Gallery. Tamblin delivers versatility, service and innovation.

Clients include Sky, ITV, Channel Five, Channel 4, Flextech and the Disney Channel UK. For more information, visit www.tamblin.com

