



Tamblin set to take interactive TV services to global audiences

21st June, 2005 – After capturing over 60% of the UK interactive TV tools market in just two years, Tamblin today announces its strategy to drive the development of interactive TV services across Europe and the US to make its i-ZoneTV[®] software the de-facto content and template management platform for the global interactive TV industry.

The UK is well ahead of the rest of the world in terms of the number and range of interactive services that are deployed. The market had been largely driven by the penetration of cable, satellite and digital TV, with over 14 million UK homes now having access to multi-channel TV. Faced with increased competition for audience share, major UK broadcasters and production companies have embraced interactive services such as voting, competitions and game playing to enhance the viewer experience.

Tamblin has been a driving force behind the provision of interactive TV services in the UK. The company's modular software suite, i-ZoneTV[®], powers the largest interactive TV application in the world – the Sky Active Portal. It is also used to create and manage interactive TV content for other major UK broadcasters, including ITV, Channel 4, Five, Flextech and Disney. In the last 18 months, over 60 interactive TV services have been published using i-ZoneTV[®], including Big Brother, I'm a Celebrity Get Me Out of Here, Hell's Kitchen, 24, Nip Tuck and The Farm.

The i-ZoneTV[®] software suite is based around i-ZoneTV[®] Core, which forms the central interactive engine to manage and control interactive content. Plug-ins provide extra functionality such as iTV advertising templates, dynamic SMS/MMS to TV capabilities and data aggregation plus a library of pre-built templates ready to publish to multiple platforms and playout systems. i-ZoneTV[®] integrates easily with mobile, telephony and the web and dramatically reduces the time needed to produce iTV services, making mass media interactive TV viable both in terms of cost and practicality.

As a result of the proven success of i-ZoneTV[®], Tamblin is now poised to take the software into international markets. The company is already in talks with European and US companies who see the UK as the leader in interactive programming. According to Stuart Waite, CEO of Tamblin, China and Australasia will also be key markets:

“Broadcasters and producers in the UK are now seeing the true marketing and revenue potential of interactive TV. Other regions are encouraged from this success and we are already talking to a number of broadcasters and content owners about launching interactive TV services outside of the UK. This year we are strengthening our sales and software development team and making a number of enhancements to i-ZoneTV[®] so we’ll be ideally placed to help broadcasters, producers, advertising agencies and brands exploit the potential for interactive TV on an international scale.”

Partnerships play a key role in Tamblin’s expansion strategy. The company already has a number of key partnerships in place, including agreements with: interactive authoring and design tool developers Emuse and Ensequence; leading international CG broadcast equipment providers, Inscriber, and Pixelpower; and InMedia Communications, a broadcast and media services company broadcasting over 110 client channels.

This year, Tamblin will conduct a research trip to North America to assess the true market potential for i-ZoneTV[®] and seek short to medium term business opportunities with major broadcasters. The trip will be funded by the DTI.

- Ends -

NOTES TO EDITORS

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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