



ITV's X Factor to use i-ZoneTV® to publish interactive services to Sky and Cable viewers

XX August, 2005 – The second series of ITV's X Factor will use Tamblin's i-ZoneTV® content and template management tool to launch interactive TV services to both the Sky and Cable platforms when the series starts on 20th August 2005. This is the first time ITV has published identical content to both Sky and Cable viewers simultaneously; i-ZoneTV®'s open architecture means the X Factor production team only needs to update and manage one set of interactive content for both platforms.

By using i-ZoneTV®, ITV can ensure a comparable interactive viewing experience for both Sky and cable viewers, who can access X Factor news and gossip, competitions and voting pages via the red button on their remote control. ITV has previously used i-ZoneTV® to publish a number of interactive TV services to support its programming schedule, including Celebrity Love Island, I'm a Celebrity Get Me Out of Here and Hell's Kitchen.

Stuart Turner, Technical Director at Tamblin, said: "i-ZoneTV®'s open architecture provides scalable flexibility, enabling production teams to easily manage and publish the same interactive content to multiple platforms simultaneously. Because i-ZoneTV® is capable of managing content to any platform it makes pushing out red button services to a variety of audiences simple and cost effective."

Tamblin's i-ZoneTV® software suite is the UK's most widely deployed interactive TV tool. The software is based around i-ZoneTV® Core, a central interactive engine used by producers to manage and control interactive content. Plug-in tools provide extra functionality such as iTV advertising templates, dynamic SMS/MMS to TV capabilities and data aggregation.

- 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