



Five appoints Tamblin as exclusive technology partner for interactive TV strategy

XX September 2005 – Five has selected interactive TV specialist Tamblin as its exclusive technology partner to support the next phase of the Channel's interactive TV strategy, to be launched this winter.

Five has commissioned Tamblin to develop a library of flexible templates that can be used to build almost limitless types of interactive applications, from quizzes, competitions and voting to dynamic ISMs (Interactive Services Menus) and information pages. Using Tamblin's i-ZoneTV[®] Core and Builder tools, Five's production teams will then be able to rapidly develop bespoke, multi-page interactive applications and publish these out to viewers across all its programme output.

Five will also use Tamblin's i-ZoneTV[®] Response tool to manage, analyse and re-use return-path data captured from viewer interaction via SMS/ MMS, Web and red button iTV services. The data management system will allow Five's production team to aggregate and analyse all data received and produce management reports, in real time. The moderation functionality allows thousands of messages to be processed every minute, providing an intuitive interface for Five's editors to check messages before broadcasting them live.

Stuart Waite, CEO of Tamblin, said: "Five has been using Tamblin's i-ZoneTV[®] software for the last 18 months to develop and publish interactive services for a limited number of programmes such as Back to Reality, The Farm and UEFA Football. Helping Five take their iTV content strategy to the next level is very exciting for us and provides a total endorsement of our approach to developing cost-effective template-based solutions for interactive TV."

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.

In less than five years, the company has become the driving force behind the provision of interactive TV services in the UK. Tamblin'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.

For more information, visit www.tamblin.com