



New series of ITV's I'm a Celebrity... to use Tamblin's i-ZoneTV[®] to roll-out interactive services to satellite and cable viewers

15th November, 2005 – ITV will again use Tamblin's interactive content and template management tool, i-ZoneTV[®], to power red button interactive TV services for the new series of I'm A Celebrity...Get Me Out Of Here!, which starts on Sunday 20th November on ITV1. i-ZoneTV[®] will enable ITV to rapidly produce, manage and simultaneously play-out identical interactive services to both digital satellite and cable viewers,.

Using i-ZoneTV[®], the I'm A Celebrity... production team will only need to update and manage one set of interactive content for both satellite and cable platforms. This will ensure the full range of interactive content including news, gossip, competitions and voting can be rapidly updated, managed and rolled-out alongside the show to be accessed by viewers via the red button.

ITV's producers already utilise Tamblin's i-ZoneTV[®] to provide interactivity for a number of high-ratings programmes, including Who Wants to be a Millionaire, Hell's Kitchen, This Morning and the current series of X Factor.

Jane Marshall, Commercial Development Director, ITV Consumer said: "Creating red button interactivity easily and cost effectively is important to our business. With i-ZoneTV[®] we can enable our production teams to manage and publish the same interactive content to multiple platforms, ensuring that both our satellite and cable viewers receive a rich interactive experience."

Stuart Waite, CEO of Tamblin, said: "Tamblin has been working with ITV for a number of years, enabling its production teams to roll-out interactive TV services alongside flagship shows. ITV's decision to use i-ZoneTV[®] for the new series of I'm A Celebrity once again highlights how Tamblin can provide an effective, low-cost solution for the delivery of interactive services across multiple digital TV platforms."

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NOTES TO EDITORS

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About ITV Consumer

ITV has established ITV Consumer (ITVC) to build businesses which create and monetise direct consumer relationships for ITV. Led by Jeff Henry, it is expanding ITV's family of channels to encompass mobile, broadband and other services.

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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.