



## **Five goes live with Tamblin's i-ZoneTV<sup>®</sup> software to create and manage all enhanced interactive TV content**

**XX February, 2006** – Interactive TV specialist Tamblin announced today that Five is using its i-ZoneTV<sup>®</sup> software suite to build, manage and playout the Channel's entire portfolio of enhanced interactive services. Following the successful implementation of i-ZoneTV<sup>®</sup> earlier this month, Five has created and launched a range of new interactive applications for flagship programmes, including CSI, Five Films and Home and Away. i-ZoneTV is also being used to provide interactive services for Five's UEFA Cup football coverage, which has just launched (on the channel?) Five's production team is using the i-ZoneTV<sup>®</sup> Core and Builder tools to rapidly create and play-out a range of multi-page interactive applications, drawing on a library of flexible, bespoke content templates that were designed by Tamblin. The new services include episode guides and viewer voting for Home and Away; information services for House and CSI; and the Five Movie Club Tamblin's i-ZoneTV<sup>®</sup> Response tool is enabling Five to capture, manage and analyse return-path data captured from viewer interaction the red button. For example, viewer responses to competitions running alongside Home and Away and the 'Message John' Q&A service for the Channel's UEFA Cup coverage.

Simon Downing, job title, at Five, said: "Five is committed to providing a full range of interactive services to support its programming. i-ZoneTV<sup>®</sup> not only enables our production teams to easily and rapidly create new applications but allows us to expand beyond the red button to deliver interactivity on other platforms such as the web, mobile and IPTV, for the first time. Tamblin is proving to be an invaluable technology partner, with both the capability and experience to support our long-term interactive TV strategy."

"Viewers can now access TV content using a variety of devices, such as the PC, mobile phone, IPTV service or digital set-top-box. Because i-ZoneTV<sup>®</sup> supports the delivery of interactive content to any platform, Tamblin is uniquely positioned to support broadcasters in the roll out of interactive services across a variety of channels," added Stuart Waite, CEO of Tamblin.

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**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.

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<sup>®</sup>, 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<sup>®</sup>, 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](http://www.tamblin.com)