



PRESS RELEASE

Sky Media chooses Tamblin for Mobile iAds

May 2007 – Tamblin, an Interactive TV solutions company based in the UK, has been chosen by Sky Media to provide a multi-platform SMS return path solution for television advertisements. The mobile interactive ad (MiAds) product will be deployed to offer Sky's portfolio of owned and 3rd party channel partners additional multi-platform interactive optionality.

Tamblin's MiAds product allows clients to overlay a TV commercial copy with an SMS call to action graphic. By responding, the viewer's brand experience is fulfilled via their mobile phone.

Offered as part of Sky Media's integrated, multi-platform campaigns, the MiAds will be available for implementation across all digital television platforms. The MiAds can even be modified during the life of the campaign, providing brands and agencies even more flexibility.

Alton Towers, a leading UK Resort and Theme Park, is one of the first brands to utilise Tamblin's MiAds solution. Damien Gillman, Account Manager at agency Manning Gottlieb OMD, says "our clients demand the best possible return on advertising spend and Tamblin's MiAds solution will deliver interactive advertising across all of Alton Tower's program sponsorship and spot advertising. It's a combination that ensures the highest possible exposure with the flexibility of fulfilment via mobile phones."

Chloe Wilkinson, Head of Interactive Advertising at Sky Media, says, "Tamblin's MiAds solution enables Sky to provide its viewers and clients with additional options for interactive advertising. We can now deploy interactive advertising on any TV platform with more flexibility than ever before. The wide range of fulfilment capabilities - such as voucher redemption, WAP brochures and video and audio downloads - makes this a valuable extension to our range of interactive services."

Mark Janes, Tamblin's Commercial Director, said "Tamblin's MiAd solution is part of a complete suite of products that enable brands, agencies and broadcasters to deliver highly effective interactive sponsorship and advertising campaigns. We are delighted to be working with industry leaders such as Manning Gottlieb OMD and Sky Media that enable brands such as Alton Towers to take full advantage of our world class products."



For further information please contact

Tamblin

Nimisha Desai on 020 7401 8800 or nim.desai@tamblin.com

BSkyB

Stephen Gaynor on 020 7705 3446 or stephen.gaynor@bskyb.com

x

Manning Gottlieb OMD

[X](#)

NOTES TO EDITORS:

For further information on Tamblin, please contact:

Nimisha Desai

Tel: 020 7401 8800

Email: nim.desai@tamblin.com

About Tamblin

Tamblin is a software development and application development services company specialising in the interactive TV market place. This encompasses digital interactive TV, Participation TV (Text to Screen) and IPTV.

Its product, i-ZoneTV[®], is a dynamic publishing, template management and churn tool that allows for content within pre-designed templates 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[®] CORE, i-ZoneTV[®] GALLERY, i-ZoneTV[®] RESPONSE, and i-ZoneTV[®] FDK. i-ZoneTV is the world's most widely deployed interactive TV tool.

Clients include Sky, ITV, the BBC, Channel Five, Directgov, Channel 4, Flextech and the Disney Channel UK. For more information, visit www.tamblin.com