



## Tamblin to power new interactive TV Movie service

**XX March, 2006** – Interactive TV specialist Tamblin today announces that the BBC has selected its i-ZoneTV<sup>®</sup> software to manage a range of interactive TV (iTV) applications for BBCi Movies. The new service includes cinema listings, viewer film ratings, expert reviews, quizzes and competitions. Due to be launched in Summer 2006, it will be available to digital satellite, cable and terrestrial viewers.

Tamblin will design and deploy a library of bespoke, dynamic interactive templates, which will be used to build the Movies application. The i-ZoneTV<sup>®</sup> content and template management system will then be used to churn the new iTV applications to BBCi's own multi-platform publishing system, which will create the relevant code for Sky, cable and digital terrestrial. i-ZoneTV<sup>®</sup> will also manage external dynamic data feeds, such as cinema listings, and publish these live.

“Tamblin is providing broadcasters and producers with the right tools to quickly and cost-effectively build, manage and play-out multiple interactive services across a wide range of platforms,” explains Tamblin’s CEO Stuart Waite. “This year we will expand the capability of i-ZoneTV<sup>®</sup> to support IPTV, mobile and Participate TV services, further reinforcing our position as the industry standard for iTV production.”

- Ends -

### 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)