



**BABELGUM INTRODUCES DIRECT UPLOAD FACILITY TO  
PROFESSIONAL CONTENT PRODUCERS AND RIGHTS OWNERS**

**Single upload service available today, enhanced multiple  
upload available 29<sup>th</sup> October**

**In industry first, platform gives control over digital  
content back to content owners**

Cannes, France, 08 October 2007 - Babelgum, the new generation global Internet TV Network, today launches a new direct upload facility for independent producers, rights owners and program partners to manage their assets on the online platform. In addition, on 29<sup>th</sup> October 2007, the facility's features will advance to provide for the simultaneous upload of entire content libraries, saving time and placing control in the hands of all pre-qualified professional content owners and distributors.

The service, believed to be the first of its kind on the Web, is provided free of any charges and offers content owners the opportunity to dynamically manage the way their body of work is distributed online. Rights holders maintain complete control of their assets by placing material on Babelgum to suit their individual distribution requirements in contrast to the restrictive environment experienced in traditional broadcasting.

Content owners can operate autonomously and showcase their work when they choose without the constraints of working within traditional broadcast schedules. Using Babelgum's free upload facility, existing video assets can be immediately monetized either via a minimum revenue guarantee or through a share of advertising revenue after Babelgum's commercial launch in 2008. Full [Terms and Conditions](#) will be available on the Babelgum web site.

Erik Schuit, Head of Distribution at leading production and distribution company Off the Fence, looks forward to the independence and freedom this facility offers companies like his commenting, "Off the Fence sees massive potential in the Babelgum offering in terms of consumer reach. We have been a content partner for some time, however facilities that give direct access to the platform and the ability to manage the timing of distribution of our content ourselves puts us back in control. This of course benefits the consumer as they are given access to regularly changing content."

Assia Grazioli-Venier, Head of Ministry of Sound TV adds, "I have been hungry for a way to have control over how and when our content is distributed and targeted. This is an extremely



useful facility which keeps our content fresh for consumers which can only benefit Ministry of Sound and Babelgum."

Regarding the announcement, Valerio Zingarelli, CEO of Babelgum, said, "This direct upload facility is designed with the needs of the many independent small-medium sized professional producers in mind. It provides them with a global platform to showcase their work which may not be suited for traditional TV broadcast schedules due to length, format or genre. This presents an enormous opportunity to reach a previously untapped market of potential worldwide audience for content that might otherwise remain unseen."

#### **About Babelgum**

Babelgum is the next generation global Internet TV network. Babelgum uses peer-to-peer technology to provide the immersive viewing and high resolution of traditional TV with the interactive and personalisation capabilities of the Internet.

Babelgum allows users to enjoy free, on demand and personalised channels, using niche to mainstream content to satisfy their passionate need for tailored entertainment. Instead of user-generated clips, it features only professional video material spanning film, news, sports, documentaries, music videos, concerts, lifestyle and trends, animation and scripted programs.

Babelgum provides independent content owners with a protected platform on which to gain global visibility for their work and a unique model to monetize their content online. Babelgum has content deals with such suppliers as 3DD, the Associated Press, Shine Limited, BBC Motion Gallery, Reuters, Entertainment Rights, Gong Anime, IMG, ITN, Ministry of Sound TV, Zed and Off the Fence, among others.

Founded in 2005, Babelgum is a privately held company, with headquarters in Ireland and offices in the U.K., France, Italy and soon the U.S.

[www.babelgum.com](http://www.babelgum.com)

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