



News release

For immediate release

Babelgum Announces Partnership with GONG

London, 12th July 2007: Babelgum, the new generation global Internet TV Network, today announced an agreement to broadcast anime programmes from GONG. Anime, Japanese animation for teens and adults with a strong cult following, will now be made available to a mass global audience.

Based in the UK, GONG is the first international on-demand and online anime channel available in Europe and North America. Babelgum will allow new and current users a fresh, quick and easy way to access and view the latest in cutting-edge Japanese animation; whether at home, work or on the move.

GONG's anime titles encompass sci-fi, action comedy and adventure, and are renowned for their stunning graphics and breathtaking animation. The Babelgum offering will include popular anime series and movies such as *Cosmo Warrior*, *Gun Frontier* and *Ikki Tosen*. Babelgum users will be the first to view selected anime series which will premiere exclusively on the platform.

Whilst anime has a core 15-24 year-old audience, GONG aims to broaden its reach to a mass audience via Babelgum. The Internet TV network is available to a potential audience of 300m+ broadband users worldwide.

"GONG has precisely the type of content that Babelgum aims to deliver," said Valerio Zingarelli, chief executive Officer of Babelgum. "At Babelgum, we want to ensure niche

audiences are able to access their favourite content readily, easily and at no cost. Our customers will now have the opportunity to enjoy some of this modern animation first and the addition of this genre to Babelgum adds more diverse content to our growing portfolio."

Commenting on the agreement, Andre De Semlyen, Chief Operating Officer of GONG said, "Babelgum is a fantastic new platform that allows GONG to reach not only a fresh audience; but also our existing customers wherever they are. Babelgum uses great technology and its look and feel comply perfectly with our brand."

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About Babelgum

Babelgum is the commercial brand for the global Internet TV network developed by Babel Networks. Babelgum uses peer-to-peer technology to provide the immersive viewing and high resolution of traditional TV with the interactive capabilities of the Internet.

Babelgum allows users to enjoy free, on demand and personalized channels. Using niche to mainstream content,

users create their own TV channels. Instead of user-generated clips, Babelgum features professional video material on a broad range of topics from lifestyle to sports.

Founded in 2005, Babel Networks is a privately held company, with headquarters in Ireland and offices in Italy, the UK, the US and France.

www.babelgum.com

About GONG

GONG is the first cutting edge Japanese animation network. It is the only on-demand Anime channel, available anywhere, anytime, on any screen (TV, Mobile, Internet, VOD), in 36 countries across Europe and North America, bringing to TV series, Manga and Anime fans - teens and adults, the top-rated and most popular Anime series and movies.

www.gonganime.com.