



**News release**

**For immediate release**

## **Soho Shorts Premieres on Babelgum**

### **Finalists From the Rushes Soho Shorts Festival to Broadcast to the World on Babelgum**

**London, 13<sup>th</sup> June, 2007:** Babelgum, the new generation global Internet TV network, today announced a ground breaking agreement to showcase short films entered in the Ruses Soho Shorts Festival.

The Soho Shorts Festival is an annual event at which short films from both established filmmakers and newcomers are viewed and judged on a completely level platform. The work of all 2007 finalists in each of the six categories will be broadcast on a dedicated channel which will also provide access to a wide selection of films produced for the festival over the past eight years.

Previous category winners at Soho Shorts include Richard Golezowski of Aardman Productions, the company behind Wallace and Gromit, and Michael Gondry for "The Denial Twist" a music video for the White Stripes. Michael's work includes the Oscar winning "Eternal Sunshine of the Spotless Mind".

Commenting on the agreement Silvio Scaglia, Babelgum chairman and co-founder said, "The Soho Shorts Festival showcases some of the most innovative programming available anywhere in the world and places newcomers alongside established film makers. That approach exactly mirrors our own editorial strategy to deliver professionally produced niche content to global audiences. Babelgum gives Soho Shorts finalists a means to promote their work on an international stage and our users will be amongst the first to see the wide range of cutting edge material that is normally inaccessible to traditional television viewers."

Rushes Soho Shorts Festival director, Joe Bateman said, "Soho Shorts is renowned for its championing of emerging talent, and although the festival has grown dramatically over the years, our audience has always been limited to more traditional screenings. Babelgum solves that problem in an instant with a secure platform that creates a global audience for the talent on offer."

- Ends -

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**Notes to editors**

**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.