



Babelgum Turns to CacheLogic for Web TV Streaming

CacheLogic's Velocix Network supports delivery of broadcast quality streamed on-demand TV

Cambridge, UK and San Francisco, USA – October 30, 2007 – CacheLogic, provider of the world's leading Digital Asset Delivery Network, today announced that the next generation global Internet TV network Babelgum is using its Velocix network to deliver progressive video streaming of on-demand TV content.

The Velocix Network is designed to enable content owners, movie studios, and broadcasters to deliver video and other large digital assets over the web, with unprecedented performance, breakthrough economics and an asset delivery lifecycle management system that provides content owners the control, analytics and reporting they need to manage their asset libraries through the digital distribution chain.

Babelgum offers a global TV-on-demand service that enables consumers to view near TV quality, full screen video from professional content owners, covering everything from news and sport through to entertainment, documentaries and lifestyle TV. The Velocix Digital Asset Delivery Network allows Babelgum to provide the consistently high quality of service it is renowned for, regardless of the country from which consumers are viewing content. It will also provide a delivery network able to scale in line with the current growth of the Babelgum service as its audience continues to increase rapidly.

Says Mallku Caballero, Chief Technology Officer, Babelgum: "CacheLogic's Velocix network is a crucial part of our delivery infrastructure, and is fundamental to the high quality of the Babelgum service now and in the future. We collaborated with CacheLogic to create a video delivery capability that blends P2P traffic together with bandwidth from multiple Velocix network caches to guarantee the level of service we need, whilst at the same time changing the economics of video delivery."

Adds Phill Robinson, CEO, CacheLogic: “We’re delighted that we’re helping a ground-breaking web broadcaster succeed with a proposition that’s based on quality as well as choice. Traditional content delivery networks weren’t built to address the demands of delivering high quality video over the internet. CacheLogic provides a breakthrough in the performance and economics of online rich media distribution at a time when consumer appetite for video over the internet set to grow exponentially.”

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About Babelgum

Babelgum is the next generation global Internet TV network. Babelgum uses peer-to-peer technology to provide the immersive viewing experience and picture quality of traditional TV with the interactivity and personalisation enabled by the Internet. Babelgum allows users to enjoy free, on-demand and personalised channels, using niche to mainstream content to satisfy individual needs for tailored entertainment. Instead of user-generated clips, it features only professionally produced content 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 exposure of their work and a unique model to monetise their content online. Babelgum’s content partners include 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.

For more information on Babelgum please contact:

Andrea Giannotti

Mobile: +39-347-355-5096

andrea.giannotti@babelgum.com

About CacheLogic

CacheLogic is the innovator behind Velocix, the world's leading Digital Asset Delivery Network. Velocix is a next generation CDN (Content Delivery Network) designed to meet the rich media needs of the 21st century Internet. With its innovative network, service offerings and groundbreaking asset-based business model, CacheLogic has revolutionized both the mechanics and economics of video, software and games delivery, enabling the Internet to become the preferred delivery mechanism for large digital assets. For more information please visit www.cachelogic.com.

For more information on CacheLogic please contact:

EMEA

Bite Communications for CacheLogic
Melanie Antonucci or Hugo Brailsford
cachelogic@bitepr.com
Tel: + 44 (0) 20 8741 1123

US

Bite Communications for CacheLogic
Diane Hepps or Martin Sjogren
cachelogic@bitepr.com
Tel: +1 212-857-9385