



News release

For Immediate Release

Global Internet TV Network, Opens for Content Submission

London, 7 March, 2007: Babelgum, the new global broadband Internet TV network, announced today that it has opened to professional programme makers and distributors for content submission prior to the platform's consumer launch later this year.

Babelgum combines the simplicity, immediacy and visual quality of traditional TV with the interactivity, unlimited capacity and global reach of the Internet. Users have access to a potentially unlimited range of high quality programming that is accessible where they want and when they want.

Babelgum's innovative peer-to-peer (P2P) technology enables high resolution and immersive television to be broadcast worldwide and to anyone with a PC and broadband Internet connection. The available audience is estimated at 300 million and it is growing at the rate of 30% per annum.

Currently in its 'beta' test stage, rights owners are now being invited to submit content for uploading and transmission to beta testers worldwide. Babelgum places no restrictions on the length or size of content and can accept both digital and analog source material.

Later this month rights owners will be given direct access to the Babelgum content portal where they will be able to directly upload and manage their video material. Babelgum offers participating rights owners a significant new and complementary business opportunity to generate profit and profile from existing video assets.

Babel Networks

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Programmer's assets are secured through the use of sophisticated copyright protection. Content is streamed in encrypted form and is not available for download.

Selected programme makers and distributors from a variety of sectors have been invited to private screenings of the Babelgum service today. Babelgum's founders, Silvio Scaglia and Erik Lumer are demonstrating how the combination of television and Internet technologies creates the best of both worlds - high quality, global, personal, open and free to the end user and rights owner. For rights owners this new channel to market delivers a highly complementary distribution platform.

Erik Lumer, Babelgum's chief executive commented, "Babelgum combines the best of the 'lean-back' experience of TV with the interactivity of the 'sit-forward' PC world to create what we call the 'Rocking Chair Experience'. At times you can just sit back and enjoy full screen, high quality streaming of your favourite content whilst at other times you use the interactivity and social networking facilities to personalise your experience and interact with other users. It is an environment in which everyone benefits - rights owners, viewers and advertisers."

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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.

High resolution images will be available for the media to view and download free of charge from www.vismedia.co.uk

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