



making more of mobile

News Release

9 May, 2006

Mobrio extends interactive viewing for Flextech Television with integrated consumer-generated content platform

Mobrio Limited, the online community and mobile web services company, has been appointed by Flextech Television, broadcasters of a range of entertainment TV channels including LIVINGtv, Uktv, Trouble, Bravo, Ftn and Challenge, to build an interactive consumer-generated content platform that can be integrated into Flextech's web assets to support any of the shows broadcast on its channels.

The online community platform will be able to receive, format and present all consumer-generated content in a quick and flexible manner, regardless of the type and file format of the content submitted by the user. The system enables Flextech's producers to engage directly with viewers who can post and share pictures, text, audio and video clips using their mobile phones and personal computers.

"Mobrio's platform allows us to extend the programme experience beyond the normal broadcast remit. We will be able to generate advanced activity around new and old shows alike that traditionally have been hard to creatively enhance due to rights rarely being extended to platforms beyond television. We will also use the new platform to maintain continuity between shows and series by building a sense of participation with viewers and encouraging them to have interaction with each other and the programme producers", comments Trouble's Homegrown Producer, Gavin Newman. "As well as being an entertaining viral platform in its own right, Homegrown will have very specific incentives for example auditioning for the new series of Bump n Grind or the 30 minute weekly Homegrown show which follows later this year whereby people submit their video clips and the viewers vote for those they wish to see featured on-air."

Viewers will be able to submit their content to the site which will automatically create an appropriate thumbnail link for the file and then convert this to a format that will allow it to be instantly streamed to site

visitors. Fully configurable, the platform can be branded and tailored for any channel and any show.

“Flextech Television has thoroughly embraced the value of online communities as a natural extension to their existing marketing communication channels. The platform will help develop and drive viewer loyalty and engagement, as well as give commissioning editors and producers valuable insights into the type of interactive content that their viewers desire.” comments Julian Swallow, Mobrio’s CEO.

The creative design for this first deployment of the Mobrio platform has been undertaken by Holler Digital.

To see the platform in action visit: www.troublehomegrown.co.uk.

About Mobrio

Mobrio is an online community and mobile web services company based in London and Kiev. The company designs, builds, manages and moderates online communities for third party organizations for the fixed and mobile Internet. Mobrio's technology is used by leading media and entertainment brands such as [MTV](#) and teen e-zine, [mykindaplace](#).

Learn more and trial **openZpace** or **theZpace** free for a month by visiting www.openzpace.com and www.thezpace.com.

About Flextech Television

Flextech Television provides entertainment and transactional channels to the UK multi-channel television market. Flextech owns 6 entertainment channels - LIVINGtv, LIVINGtv 2, Bravo, Challenge, Trouble, Ftn (plus their time shifted variants) and transactional channels price-drop tv, bid tv, speed auction tv and screenshop.

Flextech also has a 50% interest in UKTV, a joint venture with BBC Worldwide, which consists of ten channels: UKTV Gold, UKTV G2, UKTV Drama, UKTV Style, UKTV Style Gardens, UKTV Food, UKTV History, UKTV Documentary, UKTV People and UK Bright Ideas. Together Flextech and UKTV are the largest supplier of basic channels to the UK pay-TV market.

For more information, please contact:

Mobrio

Julian Swallow +44 (0)20 7723 1251

Or visit www.mobrio.com or send email to info@mobrio.com.