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ITN MULTIMEDIA ANNOUNCES EXPANDED SERVICES AT 3GSM

Leading independent content provider for mobile devices outlines deals with Google, Blinkx and MSN

ITN Multimedia, a leading independent content provider for mobile and broadband platforms, today announces details of its growing range of multimedia services. This comes as Nicholas Wheeler, Managing Director of ITN's Multimedia Content division, attends the GSM Association's 3GSM World Congress in Barcelona, the world's biggest mobile communications conference and exhibition.

ITN Multimedia has taken the lead in pioneering the delivery of video content to the mobile platform, producing and packaging news, sport, entertainment and other video content specifically tailored for mobile and multimedia platforms. This is a rapidly expanding part of ITN's business and an increasingly significant revenue stream.

ITN Multimedia recently announced it has partnered with Google in the launch of its innovative Video Store, the first open video marketplace where consumers will be able to buy and rent a wide range of video content.

ITN Multimedia has also signed a deal with MSN to supply news and a variety of entertainment content for its new video channel, 'MSN Video', and is partnering with Blinkx in the launch of its full-service IPTV platform blinkx.tv.

As well as providing up-to-the-minute news content, ITN Multimedia also produces tailored packages of footage from ITN Archive's extensive range of moving imagery. Representing almost 700,000 hours of footage, ITN manages the collections of British Pathé, Reuters, Granada, Channel 4, FOX News and FOX Movietone.

Nicholas Wheeler, Managing Director of ITN's Multimedia, said: "ITN Multimedia, with its expertise in packaging and producing content specifically for mobile platforms, can provide a unique range of content, covering news, history and entertainment. The mobile communications industry is an increasingly important distribution channel for content providers such as ITN. Operators need to recognise the vital part that serious information now plays in developing content for the mobile market – and to see that, as a platform, it must be much more than the 3G of girls, games and gambling."

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Notes to editors

ITN Multimedia

ITN is driving expansion in the fast-growing new business area of ITN Multimedia, where the company is established as the UK's leading supplier of news and other video entertainment content to 3G mobile phones. Key partners to ITN Multimedia are mobile operators such as Vodafone, O2 and 3 as well as established broadband operators BT Yahoo! , Google and MSN, and enterprising new companies such as Greengrass.tv.

ITN Archive

ITN Archive is one of the world's leading commercial archives, with almost 700,000 hours of material across a unique range of collections including historical footage, iconic images, music, entertainment programmes, natural history, recreations and films. ITN Archive represents the collections of British Pathé, Reuters, Granada, Channel 4, Fox News, Fox Movietone and other specialist collections.

ITN

ITN is one of the world's leading news producers, providing news programming for the main commercial broadcasters in the UK; its combined news broadcasts reach over two-thirds of the UK population. The company has a strong reputation for the creative and innovative use of modern technology, winning the Royal Television Society's 2004 Innovation Award.